



Slenderizing Fashions *for* Stout Women

Fall and Winter
1922 - 1923

Sizes
39 to 56
Bust

Created and
Produced by

Lane Bryant
38th Street at Fifth Avenue
New York

Chicago

Paris

Detroit

THIS coat is number
1L01—Price \$39.50.
Of All-Wool Suede
Velour with collar
and cuffs of Caracul
fur. The back and the
deep-set sleeves are
hand-embroidered; a
narrow sash adds to
its slenderizing line

*This coat is fully described
on page 3*

Sizes 39 to 56 Bust



I L O 2
\$47⁵⁰

ALL-WOOL
BOLIVIA
OPOSSUM
FUR COLLAR

I L O 4
\$19⁸⁵

ALL-WOOL
POLO COAT

I L O 3
\$29⁸⁵

SILK-SEAL
PLUSH
OPOSSUM
FUR COLLAR

See opposite page for descriptions
and other colors of these coats



Description of the Coat Pictured on Front Cover

All-Wool Suede Velour

1 L 01—From among the smartest fashions in both Paris and New York, we have selected this Coat as the handsomest, most stylish and the finest value for stout women.

Made of fine quality All-Wool Suede Velour, it is distinguished by a handsome enveloping collar and wide, loose cuffs of black Caracul Fur, luxurious, soft and glossy. Silk hand-embroidery on the sleeves and back. Deep armholes; narrow sash belt, silk tassel-trimmed.

Re-designed on lines that are slenderizing to stout women. The design is a copy of a Paris model, adapted to be becoming to your figure. Lined throughout with all-silk Peau de Cygne.

COLORS: Brown (as pictured), or black. **SIZES:** 39 to 55 bust; length about 48 inches. Good value at our special price.

Postage 13¢ extra. **\$39.50**

Description of Coats Pictured on Opposite Page

Fur-Trimmed Bolivia

1 L 02—We have put this Coat on our cover in order that it might picture for you its beautiful coloring. It is a slenderizing Coat of beautiful quality All-Wool Bolivia, warm, soft and with a deep nap.

The large collar is of long-haired, skunk-dyed Opossum Fur, and isn't it lovely, big, soft and becoming? It adds distinction as well as comfortable warmth, and can be buttoned high or gracefully thrown open on the shoulder.

Silk stitching so fashionable this year, is used in an attractive motif on the full-length narrow panel-effects in back, on the deep cuffs and on the pocket tabs. Narrow self-material tie sash.

All-Silk Peau de Cygne lines coat throughout, and it is interlined for added comfort.

COLORS: Brown (as pictured), navy blue or black. **SIZES:** 39 to 56 bust; length about 48 inches. Our special price.

Postage 13¢ extra. **\$47.50**

Fur-Trimmed Silk Seal Plush

1 L 03—Deep-pile Silk Seal Plush makes this fashionable warm, winter Coat. This is a material of splendid wearing quality, in a rich deep black that has the appearance of genuine Alaska Seal.

A very becoming style, cut full and roomy for stout women with a flattering slenderizing line.

Genuine black Opossum Fur (dyed to closely resemble Skunk), forms the luxurious collar which adds warmth as well as style; button and loop fasten collar snugly at the neck when so desired.

The belt passes under the back, slips through openings at side seams and fastens in front. If desired the belt may be worn entirely outside. Novel pockets and deep simulated cuffs. Lustrous quality, durable Venetian lines coat throughout.

Black only. **SIZES:** 39 to 56 bust; length about 48 inches. Our low price.

Postage 13¢ extra. **\$29.85**

All-Wool Polo Coat—\$19.85

1 L 04—This All-Wool Polo Coat, thick, warm and roomily cut, is as smart a choice in a winter coat, as any stout woman could select.

Tailored with perfection and precision and designed on very swagger lines. Silk stitching in slenderizing lines in back and front, and below the pockets. It appears also on the big convertible collar and the deep cuffs.

The deep armhole, a smart and comfort-giving feature, the narrow sash belt, and the wide loose cuffs are becoming features.

You can wear this coat in roughest weather and on coldest days, and find it highly serviceable and wear-resisting. Half-lined with durable Venetian.

COLORS: Reindeer-brown (as pictured), or navy blue. **SIZES:** 39 to 55 bust; length about 45 inches. Our very low price.

Postage 13¢ extra. **\$19.85**



Stout Women Dress Fashionably—Look Slender



These dresses are being featured in our advertisements in the Fall numbers of the women's magazines. They are described on pages 42-43 of this Book.

STOUT WOMEN, now, may dress in the latest fashion and look slender. They can procure smart, ultra-modish clothes, with slenderizing lines, ready to put right on and wear. Lane Bryant specializes in providing just such clothes. New York and Paris fashions re-designed on lines that slenderize—and always fashioned of the finest fabrics with the finest workmanship.

Yet the prices are very low, for Lane Bryant manufactures as well as designs—and sells direct to you. The Lane Bryant stores serve daily the elite of the land. The Lane Bryant Style Book brings this service right to your very door. Whether you are youthful or matronly, whether you are tall or short—Lane Bryant can suit your type and fit your figure perfectly.

Call at our stores when you can. In the meantime shop by mail. Individual service. Hundreds of styles to choose from. Full roomy sizes—up to 56 bust. Satisfaction guaranteed. Send your order today.

A nationally-
known House
of Reliability

What the Name Lane Bryant Means to You

20 Years of
Experience in
Specialization

THIS "Fall and Winter Style Book" is the result of Lane Bryant's knowledge and experience of over twenty years of specialization in the art of making and designing slenderizing fashions for stout women. It is with the greatest pride Lane Bryant pictures here for your selection fashionable garments that exemplify the highest standard of their art.

Servitors to the Discriminating

But our pride is only equalled by our pleasure in being able to serve satisfactorily our discriminating clientele of stout women who recognize that in Lane Bryant Stores in New York, Brooklyn, Chicago and Detroit, they find the newest fashions re-designed to fit and be becoming to them.

This Book, picturing the identical garments shown in our shops, makes it possible for you to join the ranks of these well dressed stout women, and to secure by mail these same high class garments. Certain factors stamp Lane Bryant Garments as the best that can be had. Quality of material, workmanship and style, all contribute to their superiority.

A House of Reliability

Stout Women who have never shopped in our large city stores, who live too far away to know about us, we want you to know of our reliability. Your banker can tell you all about Lane Bryant resources and financial responsibility; we also refer you to our patrons everywhere, and to the following banks:

Gotham National Bank, New York
Columbia Bank, 507 Fifth Avenue, N. Y.
Greenwich Bank, Herald Square, N. Y.
Chatham & Phoenix National Bank, N. Y.
Continental & Commercial Bank, Chicago
Peninsular State Bank, Detroit, Mich.

LANE BRYANT is a house of national service, and of unquestioned reputation. Lane Bryant occupies the store in New York pictured at left, a store in Chicago pictured at right, and others in Detroit and Brooklyn.

And in addition to these stores, Lane Bryant operates its own manufacturing establishments of many kinds. The advantages of all these activities will be brought right to your very door through the Mail Order Service offered in this Style Book for Stout Women.

Hanover Place
Brooklyn

Wabash Ave.
Chicago

Washington B't'd.
Detroit

38th Street at Fifth Avenue
New York

Our Guarantee

If you are not pleased with this article return it at once and we will exchange it for you or return your MONEY whichever you prefer

This Guarantee applies to every article we sell.
Lane Bryant

Read What Mrs. Harmon Says:

"I want to say that I have always been greatly pleased with everything that I have purchased from you and especially in the Satin Dress. It is perfect in every detail. When I say that I am pleased with everything—that means a great deal, as I believe I have nothing except what comes from you, from hose to coats. I wish all stout women felt the same as I, for your garments are perfect. Mrs. L. F. Harmon, Richmond, Va.
We never print a letter without the writer's permission.

The New Coats Display Smart Modes on Slenderizing Lines for Stout Women

PARIS says that the new Coats for this Fall and Winter are to be of slender silhouette, with wide loose sleeves and becoming voluminous collars.

On the word of Paris and the choice of New York, these coats have been designed, displaying all the favored features of the season.

More important still to you, each coat has slenderizing lines that add both grace and beauty, and has been especially adapted to be becoming to stout women.

Luxurious fur where fur is used, lustrous silk stitching sometimes as trimming, or exquisite embroidery on plain but perfect tailoring—all used on beautiful fabrics, to make each coat a masterpiece of style and workmanship.

We are proud of the selection of coats offered in this book, proud of the exclusive styles, the handsome trimmings and the perfect fit of them, but we are proudest of all, of the very low prices.

They represent the utmost in style, the utmost in service and the very utmost in value. Send for yours to-day.

*Sizes for all Stout
Women up to
56 Bust.*

This is Just One of Our Many Big Coat Values

1 L 05—This Coat is a perfect beauty, and a most unusual value! But it is only one of the many splendid values this book offers in fashionable winter coats.

All-Wool Bolivia, serviceable, soft and warm is the fabric which fashions this coat, designed in the most authentic fashion, and especially adapted to you.

Could a collar be more chic or more becoming, to say nothing of the extra warmth that it affords? Large, roomy and convertible, it answers all the demands of fashion.

And the sleeves, too, besides being of the most approved and smartest style add unusual interest and charm. They are a continuation of a yoke effect that extends across the shoulders in a most becoming manner.

Enriched by silk stitching, it depends almost entirely on its slenderizing lines, to gain its chic and individuality. This is accomplished by the two long panel-like effects in back. A pin tuck of the material in arrow design surrounding rows of silk stitching. This motif is carried out on the collar and pointed rows set off the straight pockets.

Silk stitching appears in many rows on each sleeve with a self-covered button on each row. Slenderizing sash belt. Lined with silk-surfaced Satin de Chine and interlined.

COLORS: Reindeer-brown or navy blue. **SIZES:** 39 to 56 bust; length about 43 inches. Exclusive style, high quality and very low price.

Postage 18¢ extra. **\$29.85**

ALL-WOOL
BOLIVIA

1 L 05
\$29⁸⁵

Roomy Collars and
Wide Sleeves together
with a Narrow Belt
Distinguish
the Best Coats
this Season



1 L 06
\$28.95

ALL-WOOL VELOUR

1 L 06—Handsome, warm winter Coat of All-Wool Velour, designed for stout women, for all-round service and practical wear. It is a coat that claims distinction as one of the smartest of the season and one of our finest values.

Heavy silk stitching forms the trimming feature that is used to outline the roomy, convertible collar and cuffs. Wide sleeves in becoming raglan fashion.

Slenderizing panel effects are produced by rows of the silk stitching from the shoulders to below the hip and finished with a silk, tailored, hand-embroidered arrow-head. Tailored pockets.

Narrow lapover belt. Lined throughout with good quality silk-surfaced durable Satin de Chine.

COLORS: Reindeer-brown or navy blue. SIZES: 39 to 56 bust; length about 48 inches. Price...

Postage 18¢ extra. **\$28.95**

ALL-WOOL BROADCLOTH

CARACUL FUR COLLAR

1 L 07—Handsome Coat of All-Wool Broadcloth, lustrous and fine in quality with a luxurious enveloping collar of Black Caracul Fur—adding worlds of chic as well as comfort.

Designed on slenderizing lines for the stout woman, you will find it not only a perfect fitting and becoming coat, but one extremely flattering to your figure.

Its long slender lines are further enhanced by the full length pleats in back, and the straight rows of silk stitching from the shoulders in back to below the hips. Here they are finished with a row of self-covered buttons.

Many rows of stitching finish the graceful sleeve so fashionable in its deep, wide armhole. A narrow self-material belt and tailored slit pockets are further slenderizing features.

Lined throughout with beautiful quality All-Silk Peau de Cygne. Warmly interlined. Convertible collar.

Dressy enough for the dressiest occasion, yet practicable, serviceable and warm enough for all-winter wear. A coat that is flattering to any stout figure and delightfully comfortable to wear.

Black Only. SIZES: 39 to 56 bust; length about 48 inches. A very special value. Our price.....

Postage 18¢ extra. **\$39.50**



1 L 07
\$39.50

Winter Coats Adopt Voluminous Fur Collars as their Trimming and are Built on Very Slender Lines

ALL-WOOL BOLIVIA WIDE FUR COLLAR

1 L 08—Handsome dressy Coat, topped with a large, enveloping collar of soft, silky, long-haired Fur—closely resembling genuine Black Fox. Developed from All-Wool Bolivia of a beautiful quality; beautifully tailored throughout.

It is designed especially for stout women on lines that are slenderizing and becoming. The slender lines are emphasized by the long narrow rows of silk stitching, on the coat below the belt, on the sleeves and on the wide loose cuffs.

The sleeves are set in a deep armhole, a stylish feature as well as a comfortable one. Wind shields of the lining, with elastic at wrist, keep the arms warm and are an added feature. Fully lined with all-silk satin and interlined.

COLORS: Dark brown or black.
SIZES: 39 to 56 inches bust measure.
Length 48 inches. Price

Postage 18¢ extra. **\$45.00**

SILK-SEAL PLUSH OPOSSUM COLLAR and CUFFS

1 L 09—Winter warmth and comfort and the most authoritative style, are exemplified in this luxurious Coat of Silk Seal Plush with its voluminous collar and cuffs of Black Opossum Fur.

Especially designed to slenderize stout women, it is styled on straight becoming lines with a graceful flare at back. For smart style, to say nothing of unusual warmth, it is truly a big value, and resembles closely an expensive coat of genuine Alaska Seal.

The collar is delightfully large and becoming, and softly flattering to the face. When weather permits it may be worn buttoned low as in the picture, and in severe or stormy weather, can be buttoned close up to the neck.

Covered buttons of self material, and silk elastic loops are used for fastenings. All-around belt of self material. Lined throughout with durable black Venetian.

Black Only. SIZES: 39 to 56 inches bust. Length about 48 inches. A handsome coat that any woman might wear proudly, and an exceptional value at our low price.....

Postage 18¢ extra. **\$36.95**

1 L 08
\$45.00

1 L 09
\$36.95

Modish Coats that Fit With Comfort Designed on Lines that Slenderize

Sizes
up to 56
Bust



1 L 10
\$32.50

HAND-EMB.
ALL-WOOL
BOLIVIA
BEAVERETTE
FUR COLLAR

1 L 11
\$25.00

ALL-WOOL
BROADCLOTH

1 L 12
\$25.00

ALL-WOOL
POLO COAT
BEAVERETTE
FUR COLLAR

Exceptional Value

1 L 10—Dressy Wrap-Coat of All-Wool Bolivia with a most luxurious collar of Beaverette Fur, closely resembling genuine Beaver.

Fashionable wide loose sleeves cut in one with body of coat, attached to a becoming round yoke. Silk hand-embroidery in three slenderizing rows in back and on the cuffs. Narrow sash belt ties in front. Side pockets. Lined throughout with durable silky-lustre Venetian.

COLORS: Dark brown or navy blue. **SIZES:** 39 to 56 bust. Length about 46 ins. Price **\$32.50** Post. 18¢ extra.

Full Lined

1 L 11—Coat of All-Wool Broadcloth, soft and warm, especially designed on slenderizing lines for stout women.

Heavy silk stitching forms two panel effects in back, and another becoming feature is the pleat down center-back.

Wide convertible collar may be left open or buttoned warmly at the throat. Lap-over belt. Deep turnback cuffs with silk stitching. Novelty pockets. Lined throughout with durable Venetian.

COLORS: Dark brown or black. **SIZES:** 39 to 56 bust; length about 50 inches. Our low price.... **\$25.00** Post. 18¢ ex.

Smart Polo Coat

1 L 12—Practical and very smart All-Wool Polo Coat, with a large becoming collar of Beaverette Fur, rich, glossy and warm. Closely resembles genuine Beaver.

Cut on slenderizing lines, this effect is emphasized by the rows of silk stitching down back and front, continuing across the sides. Fashionable sleeve with deep cuff, silk stitched. Self-covered buttons trim sleeves and pocket straps. Half-lined with Venetian.

COLORS: Brown or navy blue. **SIZES:** 39 to 56 inches bust. Entire length 48 inches. Our low price.... **\$25.00** Post. 18¢ ex.

Winter Warmth as well as
Smartness Makes these
Coats Remarkable in
Value and in Style ~



1 L 13
\$19.85

ALL-WOOL
HERRINGBONE

Swagger Top Coat

1 L 13—Smart and swagger Top Coat for sport or general wear, of All-Wool Herringbone Mixture. A rough-surfaced serviceable fabric that will never look shabby with the hardest wear.

The large mannish collar, wide revers and raglan sleeves are very smart features as well as the inverted plaits in back stitched to hip. Patch pockets. Novelty buttons. Half-lined with floral, silk-surface 1 Satin de Chine.

COLORS: Oxford gray or brown herringbone mixture. SIZES: 39 to 56 bust. Entire length about 48 inches. Our low price.....

Postage 16¢ extra. **\$19.85**



SILK SEAL
PLUSH

1 L 14
\$16.95



Warm and Dressy

1 L 14—A very moderately priced Coat of Silk Seal Plush, lustrous and soft—for wear as a dressy or practical coat.

Designed on slenderizing lines to become stout women, it is especially effective with its flare back and the sash belt which ties in front. Belt is finished with novelty balls, as pictured.

Becoming shawl collar, patch pockets and simulated cuffs. Self-covered buttons with silk elastic loops for fastenings. Lined throughout with black Venetian.

Black only. SIZES: 39 to 56 inches bust measure. Length about 42 inches. Our very low price.....

Postage 18¢ extra. **\$16.95**



ALL-WOOL
VELOUR
BEAVERETTE
FUR COLLAR

1 L 15
\$25.00

Handsome Fur Collar

1 L 15—This fur-trimmed All-Wool Velour Coat is just another one of our remarkable values.

Handsome deep collar of Beaverette Fur (closely resembling genuine Beaver). Collar is snug and warm and can be fastened high or thrown open as desired.

Long slenderizing lines distinguish the back, contributed by rows of silk stitching so fashionable this season, and rows of novelty buttons. Stitching also accentuates the attractive pocket openings. All-around sash belt. Half-lined with durable Venetian.

COLORS: Black or medium brown. SIZES: 39 to 56 bust; length 48 inches. Our low price.....

Postage 18¢ extra. **\$25.00**

Coats that are Distinctive
in their Slenderizing Features
Emphasized by Long Rows of
Self-Color Silk Stitching



ALL-WOOL
CHEVIOT
VELOUR

1 L 16
\$19.85

An Exceptional Value

1 L 16—One of our finest values in a heavy winter Coat, an all-weather style of greatest utility.

Very thick and warm, made of All-Wool Cheviot Velour. The cozy-looking collar is convertible.

Note the smart effect of the inverted pleat in back, with pleat each side stitched to hip depth and then left free to add fullness to back.

Rows of silk stitching on the pleats emphasize the slenderizing lines. Stitching appears also on the pockets, collar and cuffs. Lined throughout with durable Venetian.

COLORS: Dark brown, navy blue or black. SIZES: 39 to 56 bust; length about 50 inches. A bargain indeed in a smart serviceable winter coat. Our low price...

Postage 18¢ extra. **\$19.85**



ALL-WOOL
VELOUR
KIT CONEY
FUR COLLAR

1 L 17
\$22.50



ALL-WOOL
POLO COAT

1 L 18
\$16.85

Velour; Fur Collar

1 L 17—Fine All-Wool Velour makes this Coat with its smart, becoming collar of Kit Coney Fur, soft, silky and warm.

Silk stitching gives long slenderizing lines in back at each side of the full-length wide panel. Fancy buttons.

Cuffs and patch pockets are also silk stitched and button trimmed. The collar may be worn open in revers style. Lap-over belt. Half-lined with durable Venetian.

You will find this coat a perfect fit and will be very much pleased with it.

COLORS: Black or dark brown. SIZES: 39 to 56 bust; length 48 inches. Price (muff not included)...

Post. 18¢ ex. **\$22.50**

All-Wool Polo Coat

1 L 18—All-Wool Polo Coat, thick and warm in a stylish model, for stout women.

The popular vogue for heavy silk stitching finds delightful expression on the two box pleats in back and on the two pleats at each side of front, allowing for plenty of fullness.

The new wide collar is adjusted to wintry winds with button and buttonhole, or may be left open in mild weather. Silk stitching trims collar and wide cuffs. Warm and cozy pocket underneath the pleat at each side. Unlined.

COLORS: Oxford gray or brown. SIZES: 39 to 56 bust; length about 48 inches. Our low price....

Post. 18¢ ex. **\$16.85**

Wonderful
Values in Coats
Designed on Lines
that
Slenderize

Sizes
up to 56
Bust



ALL-WOOL
VELOUR

1 L 19
\$25.00

MATALAMB
FUR
FABRIC

1 L 20
\$16.50

New and Smart

1 L 19—All-Wool Velour is the warm coating used in this Coat for stout women.

Graceful long lines are contributed by the panel back, stitched to the waist, and by the many rows of silk stitching in arrow designs in back. Silk stitching makes the trimming for the pockets and wide sleeves, as well as for the roomy convertible collar. Note the novel pockets. Half-lined with lustrous Venetian.

COLORS: Navy blue or medium brown. SIZES: 39 to 56 bust; length about 48 inches. Price Post. 18¢ ex. **\$25.00**

Fine Value

1 L 20—Ultra-smart winter Coat of the fashionable Fur Fabric called Matalamb, which resembles Baby Lamb. It is soft, silky and lustrous, looking like genuine fur.

Slightly flaring back is very becoming. Belt may be worn in front or all around.

Large shawl collar of Kit Coney Fur adds style and warmth. May be buttoned high if preferred. The sleeves are modeled in the smartest style. Fully lined with lustrous black Venetian.

Black only. SIZES: 39 to 56 bust; length about 48 inches. Price Post. 18¢ ex. **\$16.50**

A Big Bargain

1 L 21—Very smart Coat of Wool-Mixed Velour, slenderizingly designed, with silk stitching as its trimming on collar, cuffs and pockets.

The back is particularly graceful with inverted and two side pleats finished with silk arrow-heads.

Smart collar in convertible style. Novelty pockets. Half-lined with Venetian.

COLORS: Black or dark brown. SIZES: 39 to 56 bust; length about 50 inches. This is an exceptional value in a warm and comfortably fitting coat for winter wear. Our price... **\$14.95** Post. 18¢ ex.



WOOL
VELOUR
1 L 21
\$14.95

Handsome Coats in Sizes Up to 56

1 L 22—Luxuriously handsome Coat of Silk Seal Plush—a lustrous deep-pile plush material of very superior quality.

For dressy wear, it has an air of elegance that gives the wearer great pleasure and comfort, while at the same time, it is delightfully warm. Worn over your silk or light weight dresses, it will prove most practicable.

The coat is copied from a Hudson Seal model, and is made with the same big shawl collar, roomy pockets and simulated cuffs.

Distinguishing features are the loose back and belted front, the belt being inserted through openings in under-arm seams. It may be worn outside if preferred. Plush buttons and loops fasten coat. Fully lined with durable black Venetian.

Black only. SIZES: 39 to 56 bust; length about 48 inches. You will be more than pleased with your selection of this coat and with the satisfaction it will give you. Our specially low price.....

Postage 18¢ extra. **\$19.85**

Handsome Fur Collar

1 L 23—There is real warmth and smart new style in this fine winter Coat of very good quality All-Wool Velour.

Stylish, straight-line coat with deep armholes, designed on lines particularly becoming to stout women.

The handsome fur collar fastens with invisible button and loop in severe weather, or may be worn open in revers style.

Observe the long graceful effect of the panel back, with rows of silk stitching at sides; finished with silk arrow-heads.

The sash belt ties in front, its end weighted with silk tassels. Lined throughout with durable Venetian. Interlined.

COLORS: Reindeer-brown with shawl collar of Beaverette Fur, very closely resembling Genuine Beaver; or black with shawl collar of Sealine Fur (similar in appearance to Hudson Seal). SIZES: 39 to 56 bust; length about 48 inches. Good value. Price.....

Postage 18¢ extra. **\$29.85**



Exquisite Coat With Fur Collar

1 L 24—A large and handsome collar of Caracul Fur makes this Coat of All-Wool Velour, one of the most fashionable and most becoming coats for stout women that we have seen this season.

The collar is a large enveloping shawl style and its fur is lustrous, silky, long and thick. You will find it flatteringly becoming. Extremely slenderizing in its style, the coat is especially designed to give you a slender silhouette.

A wide and full-length box pleat in back with long rows of silk stitching helps contribute to the slender line.

Deep set armholes and wide graceful sleeves add interesting notes of smartness, while the silk stitched cuffs and slit pockets evidence the perfect tailoring displayed throughout the coat. Lined throughout with All-Silk Peau de Cygne and warmly interlined.

COLORS: Navy blue or medium brown.
SIZES: 39 to 56 bust. Length about 48 inches. Our low price...

Pos age 18¢ extra. **\$39.50**

One of Our Finest Coats

1 L 25—Exclusive style and perfect workmanship establish for this Coat, its air of individuality and of discriminating style.

It is developed from All-Wool Bolivia, of superior quality, and has a gorgeous collar of "French" Seal Fur, glossy, soft and thick, resembling Hudson Seal.

Displaying all the new style features, it is re-designed on slenderizing lines to assure becomingness to the stout woman. Just see the graceful yoke line at the shoulder, with the sleeve cut in one with the side section.

A full-length panel in back, and tucks finished with hand-embroidered arrow-heads emphasize the slenderizing lines. Lined throughout with All-Silk Peau de Cygne. Interlined.

COLORS: Dark brown or black.
SIZES: 39 to 56 bust. Length about 48 inches. Our price...

Postage 18¢ extra. **\$39.50**



1 L 24
\$39.50

**ALL-WOOL
VELOUR
CARACUL
FUR COLLAR**

1 L 25
\$39.50

**ALL-WOOL
BOLIVIA
FRENCH SEAL
FUR COLLAR**



LANE BRYANT Super-Made Coats and Suits are designed in the latest Paris mode with slenderizing lines for stout women. They are of the very finest materials, trimmed with genuine furs and all display that excellency and perfection of workmanship, which entitle each garment to bear this "Super-Made" label.



Winter Coats of New Materials

On Slenderizing Lines for Stout Women

1 L 26—Very graceful Coat of All-Wool Bolivia, with luxurious collar and cuffs of Nutria Fur; black or Malay brown (a new dark brown); slenderizing lines emphasized by rows of silk stitching on back, front and sleeves; lined with all-silk crepe de chine; wind shields in sleeve lining at wrist; interlined; sizes for all stout women..... \$69.50

1 L 27—Slenderizing Coat of All-Wool Bolivia in navy blue, black or Reindeer-brown; fashionable loose sleeves; roomy convertible collar; long rows of silk stitching give becoming slenderizing effect; narrow lap-over belt; silk stitching trims pockets and deep cuffs; lined with silk charmeuse and interlined; provided in sizes up to 56 bust.... \$39.50

1 L 28—Handsome, dressy Coat of All-Wool Bolivia with enveloping collar and cuffs of black Caracul Fur; black or brown; silk stitching in back and narrow slenderizing panels edged with black silk fringe; narrow lap-over belt; lined throughout with all-silk Crepe de Chine, and warmly interlined; provided in sizes for all stout women... \$65.00

All of these coats are about 50 inches long.

Postage 18¢ extra on each coat



*Exquisite Coats in Sizes
From 39 to 56 Bust*



Newest Modes in Slenderizing Suits

Provided in Sizes for All Stout Women

- 2L 51**—A straight-line Suit of All-Wool Suede Velour in black or Malay brown (a soft dark brown); has the new long-line coat; tailored collar and revers; seams trimmed with silk stitching in panel effect and hand-embroidered silk arrow-heads; lined with all-silk Crepe de Chine and interlined; straight-line skirt with pockets; wide basted hem; sizes up to 56 bust..... **\$49.50**
- 2L 52**—Youthful slender-line Suit of All-Wool Duvet de Laine in navy blue, black or burro brown (a new dark shade); smart fur collar of black Caracul Fur; straight-line coat with silk stitching on pockets and back seams; narrow slenderizing belt; lined with all-silk Crepe de Chine and interlined; straight-line skirt with pockets; wide basted hem; sizes up to 56 bust..... **\$65.00**
- 2L 53**—Suit of All-Wool Tricotine in navy blue or black, that follows the new mode in straight and slenderizing lines; panel effects back and front terminate in tailor-finished inverted pleats with black silk embroidery; convertible collar; narrow slenderizing belt; lined with all-silk Peau de Cygne and interlined; straight-line skirt with pockets; basted hem..... **\$45.00**

Length of each coat 38 inches.

Postage 18 cents extra on each suit.

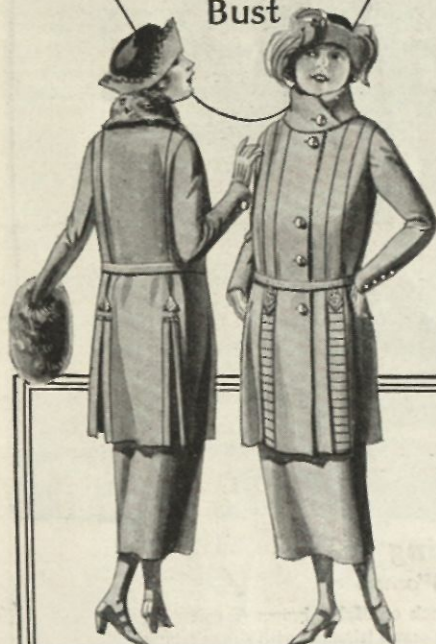
*Each Suit comes in
 Sizes Up to 56 Bust*

Suits that Fit With Smartness and Contribute Slenderizing Lines to Stout Women

PERFECT FIT and perfect workmanship are factors of the most importance in a tailored suit and especially in a suit for a stout woman. To give her figure grace and harmony of line, each seam and each detail must receive the most careful attention.

Lane Bryant Suits for stout women are masterpieces of their art in slenderizing fashions for stout figures, with a perfection of workmanship which wins for them their mark of excellency and most unusual distinction.

Sizes
up to 56
Bust



ALL-WOOL
SUEDE VELOUR
CARACUL
FUR COLLAR

2 L 54

\$49.50



ALL-WOOL
CHIFFON
BROADCLOTH

2 L 55

\$39.50



One of Our Very Finest Suits

2 L 54—All-Wool Suede Velour of a beautiful fine quality is the fashionable fabric from which this Suit is developed, enriched by its smart shawl collar of Black Caracul Fur, soft, fine and glossy.

Snug fitting sleeves and perfect shoulders, and a narrow self-material belt, at a low waistline on a long straight coat are slenderizing features. The open slits are tailor-bound with self material and finished with a hand-embroidered silk arrow-head. Jacket is lined throughout with All-Silk Peau de Cygne and warmly interlined.

Beautifully tailored skirt with two pockets, detachable belt and gathers in back at waistline. Full-cut and carefully fitted.

COLORS: Dark brown, black or navy blue. **SIZES:** 39 to 56 bust. Coat length 38 inches; skirt length about 38 inches, wide basted hem. A masterpiece of tailoring. Price (muff not included)....

Postage 18¢ extra. **\$49.50**

Beautifully Tailored and Fitted

2 L 55—More than perhaps all other women, the stout woman must have a Suit with perfect fit and perfect lines. It is just this perfection of fit and perfection of workmanship, which distinguishes this tailored Suit of an exquisite quality All-Wool Chiffon Broadcloth.

Designed especially for stout women, with well-fitting sleeves and shoulders, a narrow belt, and long narrow stitched panels back and front to emphasize the straight and slenderizing line. Tiny crosswise tucks and a silk hand-embroidered motif on each panel are its simple but exclusive trimming. Becoming convertible collar, to be worn high or low. Fine quality buttons. Lined throughout with All-Silk Peau de Cygne. Interlined. Perfect fitting skirt gathered in back; pockets and belt.

COLORS: Black or dark brown. **SIZES:** 39 to 56 bust. Coat length 38 inches; skirt length 38 inches, basted hem. Price....

Postage 18¢ extra. **\$39.50**

Winter Suits that are
Distinctive Have a
Long Straight Coat
on Slender Lines

Sizes
39 to 56
Bust

ALL-WOOL
POIRET TWILL
CREPE DE CHINE
LINED

2 L 57
\$37⁵⁰

ALL-WOOL
VELOUR
FUR COLLAR

2 L 56
\$35⁰⁰

Strictly Tailored Suit

2 L 57—Severe in its simplicity and perfect in its workmanship, this Suit of All-Wool Poiret Twill is exclusive and distinctive in its style and extremely slenderizing for stout women.

Its side-back and side-front seams are trimmed with folds of self material, finished with silk hand-embroidered arrow-heads. Straight pockets with tailored finish and a very narrow lap-over belt.

Convertible collar, and well fitting sleeves. Lined with fine quality all-silk Crepe de Chine. Interlined. Tailored skirt with pockets, detachable belt, and gathers in back at waistline.

COLORS: Navy blue or black. SIZES: 39 to 56 bust. Coat length about 38 inches; skirt length about 38 inches, with wide basted hem. This suit will give you the utmost in dependable service. It is an especially fine value at our very low price.

Postage 18¢ extra. **\$37.50**

Hand-Embroidered Velour

2 L 56—The dressy Suit can best express the very latest fashion when it displays handsome silk hand-embroidery like this one. And embroidery on a Suit of fine All-Wool Velour is especially attractive.

Designed especially for the stout woman, it is cut to fit the figure perfectly, yet allow ample room for comfort. The coat is long and straight with a wide panel back, its slender line accentuated by the hand-embroidery at each side. Embroidery appears also at each side-front.

Collar may be worn closed or open. Silk-surfaced Satin de Chine lining; interlined. Pockets, belt and gathers in back distinguish skirt.

COLORS: Navy blue with collar of Sealine Fur (closely resembling Hudson Seal) or medium brown with collar of Beaverette Fur (closely resembling genuine Beaver). SIZES: 39 to 56 bust. Coat length 36 inches; skirt length about 38 inches, wide basted hem. Price...

Postage 18¢ extra. **\$35.00**

Tailored Suits

Sizes
39 to 56
Bust



2 L 58
\$35.00

ALL-WOOL
VELOUR
SILK LINED

Perfectly Tailored

2 L 58—Exceptionally fine quality of All-Wool Velour makes this very attractive Suit for stout women a wonderful value at our price.

One of the most becoming designs for stout women, it is a service-giving and fashionable suit. Tiny folds of self material, each one finished with a silk embroidered bow-knot, trim each side of panel back. Slit pockets. Lap-over belt. Fully lined with all-silk Peau de Cygne and interlined.

Smartly tailored skirt, with inserted pockets, detachable belt, and becoming gathers in back.

COLORS: Dark brown or black. SIZES: 39 to 56 bust. Coat length 38 inches; skirt about 38 inches, wide basted hem. Price.....

Postage 18¢ extra. **\$35.00**

2 L 59
\$27.50

ALL-WOOL
MEN'S WEAR
SERGE
SILK LINED

Smart and Serviceable

2 L 59—Fine All-Wool Men's Wear Serge is the wonderfully serviceable material selected for this smartly tailored Suit. Designed on slenderizing lines for stout women. The jacket has the new long straight lines, with snug sleeves and well-fitting shoulders.

The inverted pleats terminate in hand-made silk arrow-heads, and are trimmed with a row of small buttons. Smart convertible collar. Lap-over belt. Coat is lined with all-silk Peau de Cygne and warmly interlined.

Tailored skirt with vertical pockets, detachable belt, and gathers in back at waistline.

COLORS: Navy blue or black. SIZES: 39 to 56 bust. Coat length 36 inches; skirt length about 38 inches with wide basted hem. This suit will give you the utmost in service, and keep its good looks through hard wear and rough weather. Our low price.....

Postage 18¢ extra. **\$27.50**

2 L 60
\$29.85

ALL-WOOL
VELOUR
FUR
COLLAR

Fashionable Choker Collar

2 L 60—Extremely smart and distinctive Suit of All-Wool Velour with a fashionable choker collar of fur, soft and glossy.

Distinguished by perfect tailoring, which is noted especially in the fine fit of the sleeves and shoulders and silk stitching that trims pockets and effects a slenderizing line in back. Inverted pleat openings at side-back. Lined with durable, silk-surfaced Satin de Chine. Interlined.

Beautifully tailored skirt with vertical pockets, detachable belt, and gathers in back at waistline. Full-cut and carefully fitted.

COLORS: Medium brown, with Beaverette Fur collar (resembling genuine Beaver); black or navy blue with Sealine Fur collar, which closely resembles Hudson Seal. SIZES: 39 to 56 bust. Coat length 36 inches; skirt length about 38 inches, with wide basted hem. Exclusive style; superior quality. Price.....

Postage 18¢ extra. **\$29.85**

For Stout Women



ALL-WOOL
VELOUR
SUITING

2 L 62
\$25⁰⁰

Very Well Tailored

2 L 62—Smartly fitting Suit of fine quality All-Wool Velour Suiting, in a heather mixture. A becoming model, correct for sports and quite appropriate for more formal wear.

Narrow silk-stitched panels at each side of back, are modish features that contribute desirable long lines. Each panel is finished with a silk hand-embroidered bow design. Inset pockets, lap-over belt and mannish collar add to the good style. Fancy-flowered silk-surfaced Satin de Chine lining. Interlined.

The perfect fitting skirt is distinguished by gathers in back, vertical pockets, narrow belt. Navy blue heather only. SIZES: 39 to 56 bust. Coat length 36 inches; skirt length about 38 inches, wide basted hem. . . .

Postage 18¢ extra. **\$25.00**

ALL-WOOL
STORM-SERGE

2 L 61
\$19⁹⁵

Very Unusual Value

2 L 61—Here is a most remarkable value in a winter suit. Made of wear-resisting All-Wool Storm Serge in a style becoming to stout women.

Black braid modishly trims the collar and sleeves and emphasizes a slenderizing panel effect in front and back, below the belt. Rows of small buttons and hand-embroidered silk arrow-heads add a touch of tailored smartness.

Narrow lap-over belt and convertible collar, may be worn open or closed. Fancy, silk-surfaced Satin de Chine lining. Interlined. The becoming skirt is slightly gathered in back; detachable belt; slit pockets.

COLORS: Black or navy blue. SIZES: 39 to 56 bust. Coat length 36 inches; skirt length 38 inches, wide basted hem. . . .

Postage 18¢ extra. **\$19.95**

ALL-WOOL
TRICOTINE
HAND-EMB.

2 L 63
\$26⁵⁰

Handsomely Hand-Embroidered

2 L 63—A Suit expressive of smartest fashion; of All-Wool Tricotine, with silk hand-embroidery.

Note the slenderizing lines of the smart straight coat emphasized by embroidered motifs on each of the seams. Mannish tailored collar, novelty pockets, and fashionable lap-over belt. Lined with silk-surfaced Satin de Chine. Interlined for greater warmth.

Pockets, narrow belt and becoming gathers in back distinguish the becoming skirt.

COLORS: Navy blue or black. SIZES: 39 to 56 bust. Coat length 36 inches; skirt length 38 inches, wide basted hem. Price. . . .

Postage 18¢ extra. **\$26.50**

For Stout Women Sizes Up to 56 Bust

8 L 02
\$5.98

ALL
WOOL
WORSTED

ALL-WOOL
WORSTED



8 L 03
\$3.49

ALL-WOOL
WORSTED

8 L 05
\$6.95

ALL-WOOL

8 L 01
\$7.95

Cardigan Style

8 L 03—To wear inside your coat or around the house for extra warmth. Popular Cardigan Style All-Wool Worsted Sweater without sleeves. Closer weave at waist to give it fit. All the edges finished with a yarn shell-stitch. Fastens down the front with buttons and buttonholes.

Oxford Gray Only. SIZES: 38 to 56 bust. Our low price.....
Postage 6¢ extra. **\$3.49**

Angora Tuxedo Collar

8 L 02—Sweater, knitted of All-Wool Worsted Yarn, in novelty block weave. Contrasting color Angora forms the Tuxedo collar.

Close-fitting wrists. Tassels at ends of the smart rope sash. Full and roomy sweater becoming to stout women.

COLORS: Black with white or navy blue with gray trimming. SIZES: 38 to 56 bust. A bargain. Our low price.....
Postage 6¢ extra. **\$5.98**

Finest of Thread Silk

8 L 04—Our finest Coat-Sweater, a handsome Thread-Silk model of unusual distinction. Designed especially for stout women; has slenderizing Tuxedo collar of contrasting weave. Handsome hand-braided self girdle with silk tasseled ends. Turnback cuffs and patch pockets. A sweater of excellent quality.

COLORS: Navy blue or black. SIZES: 38 to 56 bust. Our price.....
Postage 6¢ extra. **\$19.85**

Heavy Shaker Sweater

8 L 01—Regulation Heavy Sport Sweater of All-Wool Coat Style, in even firm stitch. Collar of double thickness. Pockets knit into sweater.

This is warm enough in cold weather for skating, snow shoeing or any winter sport, and it will not lose its shape.

COLORS: Maroon, black or Oxford gray. SIZES: 38 to 56 bust. Specially designed for stout women. Our low price.....
Postage 8¢ extra. **\$7.95**

Smart Coat-Sweater

8 L 05—Coat-sweater, knitted of All-Wool Worsted in a novelty stripe stitch. Designed with becoming roll collar and close fitting wrists. Collar can be buttoned up snug to neck. Roomy patch pockets. White pearl buttons. Will fit you perfectly.

COLORS: Black, navy blue or maroon. SIZES: 38 to 56 bust. A practical model. Very specially priced.....
Postage 6¢ extra. **\$6.95**

THREAD
SILK

8 L 04
\$19.85

All-Wool Skirts of Smart Distinction



ALL-WOOL
TWEED
MIXTURE

6 L 51
\$5.95

ALL-WOOL
FRENCH
SERGE

6 L 52
\$6.75

6 L 54
\$9.85

ALL-WOOL
SPORT
STRIPE
SKIRTING

6 L 53
\$5.95

ALL-WOOL
PRUNELLA

Smart and Serviceable

6 L 51—No Skirt can stand hard knock-about wear more satisfactorily than one like this, of All-Wool Tweed Mixture. Smartness and service are expressed in every line of this favorite model.

Besides being right up to the minute in fabric and style, this skirt is a very unusual bargain. Its price is exceedingly low.

Novel cut pockets, button trimmed. It is slightly gathered in back, under the detachable belt.

COLORS: Tan or gray. SIZES: 28 to 45 inches waist measure. Length about 38 inches, with wide hem. A skirt that will give lasting satisfaction. You can wear it for rough sporting wear, with sweaters, or with a coat. Excellent value at our very low price. **\$5.95**

Postage 10¢ extra.

Striped and Pleated

6 L 54—Skirt of All-Wool Prunella Cloth, box-pleated all around and showing the fancy diagonal weave in the underfolds.

The pleats provide ample fullness, and becoming straight lines. Detachable belt.

COLORS: Navy with tan, brown with tan, or black with gray. SIZES: 28 to 45 inches waist measure. Length about 38 inches with wide hem. Price **\$9.85**

Postage 10¢ extra.

Striped and Pleated

6 L 53—Fashion favors the all-around pleated Skirt and stout women find its slenderizing lines most becoming. You will be delighted with this one of All-Wool Striped Skirting.

Box pleated in front, and side pleated all around. Fancy buttons.

COLORS: Brown or navy blue, each with tan stripe. SIZES: 28 to 45 inches waist; length about 38 inches, wide hem. **\$5.95**

Postage 10¢ extra.

All-Wool Serge

6 L 52—All-Wool French Serge is the splendid wearing, service-giving material that fashions this smart Skirt. Beautifully tailored; specially designed for stout women.

The material is fine and smoothly woven. Indeed, this skirt is a tremendous bargain at our low price.

Box pleated all around and stitched to hip depth. Neat straps at each side pocket are button trimmed. Detachable belt.

You will be delighted with this one of All-Wool Striped Skirting. Box pleated in front, and side pleated all around. Fancy buttons.

COLORS: Navy blue or black. SIZES: 28 to 45 inches waist measure; length about 38 inches, wide hem. Price **\$6.75**

Post. 10¢ extra.

Satin Striped Chuddah

6 L 55—Satin Striped Chuddah, a silk-and-wool fabric new this season, makes this very fine skirt, suitable for dress or even for sport wear.

Box pleated all around. Becomingly slenderizing to the stout figure. Detachable belt.

COLORS: Black or navy blue. SIZES: 28 to 45 inches waist measure. Length about 38 inches. Wide hem.

You will find this skirt delightful to wear with your nice blouses, for its satin stripe and fine texture give it a luxurious look.

Price... **\$13.95**

Postage 8¢ extra.

Sizes 28 to 45 Waist Measure

All-Wool Prunella

6 L 59—For a smart skirt, of material that will give lasting satisfaction, we recommend this very becoming model of All-Wool Striped Prunella Cloth.

Box-pleated all around, with the contrasting stripe showing in the underfolds.

You could not invest in a better skirt—for style and quality.

COLORS: Black-and-gray or navy blue-and-tan. SIZES: 28 to 45 inches waist. Length about 38 inches with wide hem.

Our price, **\$12.95**

Postage 10¢ extra.



6 L 55
\$13.95

SATIN
STRIPE
CHUDDAH



ALL-WOOL
MEN'S WEAR
SERGE

Superior Value

6 L 56—Tailored Skirt of All-Wool Men's Wear Serge. Carefully tailored to become the full figure.

Panel back and front with two pleats each side of front, give fullness with becoming straight lines for stout women.

Pin-tucks in arrow design outline the slit pockets, which are finished with one button.

This skirt will wear exceptionally well, its pleats keeping and looking well at all times. It is a big value.

COLORS: Black or navy blue. SIZES: 28 to 45 inches waist measure. Length about 38 inches, wide hem.

Our price... **\$6.95**

Postage 10¢ extra.

ALL-SILK
SATIN-FACED
CANTON CREPE

Our Finest Skirt

6 L 57—Lustrous and luxurious All-Silk Satin-Faced Canton Crepe fashions this Skirt. Closely pleated all around with box pleats in back and knife and box pleats in front.

The pleats have a decidedly slenderizing effect. Detachable belt.

COLORS: Black or navy blue. SIZES: 28 to 45 inches waist measure. Length about 38 inches, wide hem.

Price... **\$16.85**

Postage 8¢ extra.

6 L 56
\$6.95

6 L 58
\$10.95

ALL-WOOL
TRICOTINE

All-Wool Tricotine

6 L 58—For style and service you could not choose a better Skirt than this specially designed model of beautiful quality All-Wool Tricotine.

A wide panel in front with self-piping the entire length, two black buttons and buttonholes at each side of the bottom. Side pockets are concealed under self-material piping. Slightly gathered in back at waistline. Detachable belt, button trimmed.

COLORS: Navy blue or black. SIZES: 28 to 45 inches waist measure; length 38 inches, wide hem.

Price... **\$10.95**

Postage 10¢ extra.



6 L 59
\$12.95

ALL-WOOL
PRUNELLA



Satin Striped

6 L 60—Smart Skirt of Silk Warp Poplin, satin striped in self color.

Fashionable in design and unusually becoming to stout women. The stripes slenderize the appearance and seemingly add height to the figure.

Buttons trim the pocket straps and the detachable belt.

COLORS: Black or navy blue. SIZES: 28 to 45 inches waist measure; length about 38 inches, with wide basted hem. Price.....

Post. 8¢ extra. **\$5.95**

SATIN STRIPE POPLIN

6 L 60
\$5.95

Well Tailored

6 L 66—One of our biggest bargains; a Skirt of superior quality All-Wool Storm Serge. Panel front, with pleats each side, as pictured.

Black buttons and horizontal rows of braid form an effective decorat on each side.

COLORS: Navy blue or black. SIZES: 28 to 45 inches waist measure. Length about 38 inches, with wide hem. Good value. Price, **\$4.95** Post. 10¢ ex.

ALL-WOOL STORM SERGE

6 L 66
\$4.95

6 L 62
\$10.95

ALL-WOOL TWEED SPORT SKIRT AND KNICKERBOCKERS

SKIRT ONLY
\$4.95

KNICKERBOCKERS
\$6.95

Skirt or Knickers—May be Ordered Separately

6 L 62—For sport wear this year, the All-Wool Tweed Skirt and Tweed Knickerbockers are extremely smart and very practical. The skirt is made in the new wrap-around style, opening all the way down the side front with attractive buttons. One patch pocket.

Knickerbockers have a deep cuff at knee with three buttons. Side openings. Button trimmed. Self-material belt, metal buckle. COLORS: Tan or gray. SIZES: 28 to 45 inches waist measure. Skirt length about 38 inches with wide basted hem. Price for both skirt and knickerbockers (when ordered together)...

\$10.95

6 L 63—Skirt, if ordered separately, our low price, **\$4.95** Postage 10¢ extra.

6 L 64—Knickers, if ordered separately, price... **\$6.95** Postage 10¢ extra.

ALL-WOOL PLAID

6 L 61—Attractive Skirt of All-Wool Plaid for sport and street wear. Box-pleated and knife-pleated all around; buttons; silk stitching.

COLORS: Navy or brown, each with tan plaid. SIZES: 28 to 45 inches waist measure. Length 38 inches, wide hem....

Postage 10¢ extra. **\$5.85**

WOOL-MOHAIR

6 L 65—Modish Skirt of fine Wool-Mohair, in a series of knife and box pleats. Silk stitching and fancy buttons form an attractive trimming. Detachable belt.

COLORS: Black or navy blue. SIZES: 28 to 45 inches waist Length 38 ins. Wide hem....

Postage 10¢ extra. **\$4.95**

6 L 61
\$5.85

6 L 65
\$4.95

Rest Robes for Leisure Moments

Warm and Cozy "Comfy" Slippers

5 L 12—Cozy, warm Slippers of heavy Felt, with thick sheepskin soles. Attractively ornamented with self-tone silk pom-pom.

Get a pair to match the color of your Rest Robe. They wear marvelously well, holding their shape and warmth just as long as they hold together. You will be very much satisfied with the comfort they will give you.

If you live in the country where houses are cold, you will find these just the thing.

COLORS: Rose, lavender or Copenhagen blue. SIZES: 4, 5, 6, 7 and 8.

Price, pair..... \$1.65

Postage 4¢ extra.

5 L 12
\$1.65

FELT



5 L 51
\$1.98

SERPENTINE
CREPE

5 L 54
\$2.95

FLOWERED
SERPENTINE
CREPE

Sizes
up to 56
Bust



5 L 52 HAND-EMB.
\$3.50 SERPENTINE
CREPE

Richly Embroidered

5 L 52—Very lovely slip-on style Negligee of fine Serpentine Crepe, handsomely silk embroidered, entirely by hand, in self and contrasting colors, in the effective design illustrated. Graceful wide sleeves, also embroidered.

A one-piece model which slips on over the head and falls in graceful folds, becoming to stout women. Tie sash which falls loosely and becomingly.

COLORS: Rose, lavender or Copenhagen blue. SIZES: 34 to 56 bust; length about 51 inches. Exceptionally good value at our low price.....

Postage 4¢ extra. \$3.50



5 L 53
\$2.49

FLANNELETTE

Ruching Trimmed

5 L 51—Serpentine Crepe, in a fine weave is used for this Rest Gown.

A lovely effect is produced by the self-material ruching that outlines it all around, and at sleeves, neck and pockets.

COLORS: Rose, Copenhagen blue or lavender. SIZES: 34 to 56 bust; length about 51 inches. Price...

Postage 4¢ extra. \$1.98

Flowered Crepe

5 L 54—Serviceable Negligee of Flowered Serpentine Crepe bound with self-color silk. Shirred heading and elastic at waistline. Requires no ironing.

COLORS: Rose, lavender, or Copenhagen blue ground, each with contrasting floral pattern. SIZES: 34 to 56 bust; length 51 inches....

Postage 4¢ extra. \$2.95

Warm Flannelette

5 L 53—Warm Flannelette Negligee with attractive floral pattern.

Self-color satin ribbon trims collar, cuffs and pockets. Tie sash.

COLORS: Wistaria, rose or Copenhagen blue ground, each with harmonizing floral design. SIZES: 34 to 56 bust; length 51 inches....

Postage 4¢ extra. \$2.49

**Boudoir Slippers that
Are Easy to Slip Into**

5 L 10—You can't imagine a Boudoir Slipper that is as easy to pull on or kick off as this one of Corduroy. And better still, you can get it to match your robe exactly if you wear one that is made of corduroy.

Delightfully comfortable and well made. Japanese matting sole, with soft cushion felt inner sole covered with flannelette. At our exceptionally low price, these slippers are a real bargain.

COLORS: Copenhagen blue, rose, or wistaria. **SIZES:** 4, 5, 6, 7, and 8. Our price.
Postage 4¢ extra. \$1.49

5 L 10
\$1.49

CORDUROY



**For Stout Women
Sizes up to
56 Bust**



**WIDE WALE
CORDUROY**

5 L 56
\$6.95

**Negligee of Fine
Wide Wale Corduroy**

5 L 56—Here is a splendid roomy Robe for the stout woman, a very serviceable style made up in good quality Wide Wale Velveteen Corduroy.

The collar is a becoming deep shawl style and the sleeves are in comfortable three-quarter length design. Tie sash of self material. Patch pockets.

COLORS: Rose, Copenhagen blue or wistaria. **SIZES:** 34 to 56 bust; length about 51 inches. A special value at our low price.

Postage 10¢ extra. \$6.95

5 L 58
\$6.95

**BEACON
CLOTH**

5 L 57
\$10.95

**WIDE
WALE
CORDUROY
ALL LINED**

Blanket Cloth Robe

5 L 55—A warm winter Robe of thick, fleecy Blanket Cloth. Fine cord outlines the collar, cuffs, and pockets. Handsome cord girdle.

COLORS: Lavender or gray ground, each with contrasting color pattern. **SIZES:** 34 to 56 bust; length about 51 inches. Our price.

Postage 10¢ extra. \$4.98

5 L 55
\$4.98
**BLANKET
CLOTH**

Robe of Beacon Blanket Cloth

5 L 58—Robe of Beacon Blanket Cloth, attractively patterned in contrasting color. Self-color satin ribbon trimming. Cord girdle with tassels.

COLORS: Navy blue or brown, each patterned in contrasting color. **SIZES:** 34 to 56 bust; length about 51 inches. Very serviceable. Our price.

Postage 10¢ extra. \$6.95

Handsome Robe

5 L 57—Handsome Rest Robe of excellent quality Wide Wale Velveteen Corduroy, lined throughout with self-color figured Silk Mull. Can be buttoned high at the neck. Self-material sash.

COLORS: Wistaria, rose or Copenhagen blue. **SIZES:** 34 to 56 bust; length about 51 inches. Our price.

Postage 10¢ extra. \$10.95

For Stout Women



4 L 54
\$1.35

CHECK
PERCALE

4 L 51
\$1.75

CRETONNE
PERCALE

4 L 52
\$1.25

CHAMBRAY

4 L 53
\$1.19

PERCALE

Here is a Very Big Saving

4 L 54—Something new in a roomy Apron for stout women—and a bargain, too, for the price is only \$1.35.

Takes the place of a house dress. Made of attractive Checked Percale and trimmed with white piping. Wide stitched-on belt in front; sash in back as pictured. Kimono sleeve.

A comfortable roomy apron, easy to slip on, and made of a durable fabric.

COLORS: Blue-and-white check, or green-and-white check. SIZES: 39 to 56 bust. Length 51 inches.

Our price, \$1.35

Post. 6¢ extra.

For Morning Wear

4 L 51—Who wouldn't love to do housework in a darling Dress like this, of pretty Cretonne Percale.

Made in a one-piece kimono style. Piping around neck, sleeves and pocket matches flower. Same color makes the narrow belt and the band around bottom. Cunning disks make the sash loops and trim sleeves.

COLOR: Tan background with contrasting floral design. SIZES: 39 to 56 bust measure. Length about 51 inches. Price, \$1.75

Post. 6¢ extra.

Big Value

4 L 52—Bungalow

Apron of fine quality

Chambray. Straight-

line kimono style, with

an all-around sash belt.

White rick-rack braid

trims the neck sleeves

and pockets, and makes a yoke effect in front.

Fastens on shoulder. Stout women find this

style very becoming and enjoy it for its

neatness and comfort. Length about 51 inches.

COLORS: Blue or tan. SIZES: 39 to 56

bust. Price, \$1.25

Postage 6¢ extra.

Trim and Smart

4 L 53—You should always look trim and neat in the morning when for \$1.19 you can buy this smart Bungalow Apron of Percale in Indigo Blue.

The skirt is attached to the waist in front with a wide belt, which ends in a sash in back. Neck, belt, pockets and kimono sleeves trimmed with white rick-rack braid. Length 51 inches.

SIZES: 39 to 56 bust. A

bargain. Price, \$1.19

Postage 6¢ extra.

Sizes up to 56 Bust



STRIPED GINGHAM

4 L 56
\$1.98

STRIPED FLANNELETTE

4 L 57
\$2.19

4 L 58
\$2.29

HAND-EMB. SATEEN

4 L 55
98¢
STRIPED GINGHAM

Neat and Stylish

4 L 56—Fine quality Striped Gingham makes this smart One-piece Dress, with a slenderizing panel its entire front length.

White repp, bound with gingham makes the becoming collar, cuffs and pocket tabs. Sash of self material, with white buttons. Practical model on becoming lines.

COLORS: Blue-and-white stripe, or black-and-white stripe. **SIZES:** 39 to 56 bust. Entire length 51 inches....

Postage 6¢ extra. **\$1.98**

Utility Dress

4 L 57—Neat, utility Dress, ideal for housework. Made of an excellent quality of Striped Flannelette in serviceable colors. Three-quarter sleeves. Notched roll collar. Sash-belt. Large pockets.

COLORS: Indigo blue or gray. **SIZES:** 34 to 56 bust. Entire length about 51 inches. Unusually good value. Price....

Postage 6¢ extra. **\$2.19**

Novelty Applique

4 L 58—Everything that is truly smart this season has a touch of applique.

This Dress is of Black Sateen, made in kimono, one-piece, slip-on style. Contrasting color pipes the neck and sleeves, and is used for the hand-embroidered yarn stitching, on the neck, sleeves and pockets.

The applique flowers at pockets are bright and cheerful. Entire length of dress about 51 inches.

SIZES: 34 to 56 bust. Price.... **\$2.29**
Post. 6¢ extra.

Easy to Slip Into In the Morning

4 L 55—Slip into this Apron the first thing in the morning, and you need not worry about looking neat enough to greet the grocer or your neighbor.

Of fine quality, Striped Gingham, in straight-line style with kimono sleeves. The neck, sleeves, vestee and pocket are bound with solid color to match the stripe. Youthful cash-belt. Buttons trim the V neck. Entire length about 51 inches.

COLORS: Blue-and-white or gray-and-white. **SIZES:** 39 to 56 bust. A bargain at our low price....

Postage 6¢ extra. **98¢**

Fashions as Proclaimed by Paris and New York—Re-designed on Lines that Slenderize

FILLED with the latest and the best designs from Paris, this book makes it possible for stout women to select the newest style creations, as determined in the fashion centers of the world.

What Fashion Is Wearing

Dresses of serges or silks, lavishly braided or embroidered—that is what Paris and New York are wearing. Embroidery—and lots of it! Here you may select such a dress. Silk braid trimmed, if you like the rich severity of braid; beautifully silk embroidered if you like the more ornate.

Slenderizing Lines

All of them are exquisitely made of the finest fabrics, on lines that slenderize the stout figure. Each is designed on lines that are moulded to give grace and beauty to your individual figure.

Lowest Imaginable Prices

And the prices—well—you need only one glance to tell you they are the lowest imaginable for dresses of such exceptionally fine quality. We sincerely believe every dress pictured is one of great value. And we *guarantee* to please you.

Rejuvenate Your Figure

The effect on your figure of a Lane Bryant slenderizing model is phenomenal. The straight becoming lines give you youth and harmony of movement. Order one of these dresses to-day and immediately see the difference in your figure.

Sizes up to 56 Bust

Lane Bryant dresses for stout women are specially designed, and are made only in stout women's sizes. They are not merely small sizes enlarged all over, but are correctly proportioned throughout. They fit all types of stout women, correctly and becomingly. Complete range of sizes from 39 to 56 bust, carried in stock at all times.

Exclusively Tailored Serge Dress

3 L 51—You are dressed quite in the New York manner when you wear this beautifully made, braid-trimmed, one-piece Dress of All-Wool French Serge.

With a fur piece for fall wear or early spring next season, you will always look well-dressed, and that is every woman's aim and desire.

What trimming gives such a delightfully tailored finish to a serge frock as black silk braid. This dress has rows and rows, on the collar, on the smartly fitted sleeves, on the front to effect a deep and slenderizing vestee, and best of all as a finish for the narrow panels, front and back, which fall loose from above the waistline.

Tiny covered buttons finish the joining of the panels to the dress, and lend a very chic touch. Another attractive feature is the very narrow vestee of tan broadcloth, giving just a little note of color to the dress. Waist lining of white batiste.

COLORS: Navy blue or black. **SIZES:** 39 to 56 inches bust. Entire length about 52 inches, with wide basted hem. A trim and very stylish dress for stout women, at an unusually low price....

Postage 14¢ extra. **\$17.95**

ALL-WOOL
FRENCH SERGE

3 L 51
\$17.95



The Smartest Frocks Have Braid or Silk Embroidery as Trimming



All-Wool
Poiret Twill

3 L 52

\$26⁷⁵



Poiret Twill

3 L 52—Grace of line and slender silhouette are contributed to the stout figure, by this extremely modish and very practical Frock of All-Wool Poiret Twill.

Straight and slenderizing in line, it is especially becoming to the stout woman and its style features are high in fashion's favor.

Wide rows of black silk braid and silk stitching in contrasting color are its rich decorative note. These appear at the pleats which form a panel effect at each side, on the smart sleeves and on the front.

The deep narrow vestee of ecru net and lace is a slenderizing feature. Narrow sash - belt, white silk waist lining.

Navy blue only. SIZES: 39 to 56 inches bust. Entire length about 52 inches. Wide basted hem. Our price **\$26.75**

Post. 14¢ extra.

Hand-Embroidered

3 L 53—This Frock has heavy silk hand-embroidery combined with iridescent beads, as its elegantly simple trimming. Heavy All-Silk Crepe de Chine is its fashioning fabric.

Draperies this season are the keynote of fashion—and they are appearing on the newest Paris gowns. Always, too, they give the irregular hem line, the drapery falling gracefully in points at the side. They add a very becoming slenderizing feature to this dress, which is especially designed for stout women.

A wide band, hand-embroidered in self color, makes the attractive finish on the long sleeve. The same motif is carried out as trimming for the becoming square neck. White Jap silk blouse lining. Self-material sash.

COLORS: Navy blue, black or dark brown. SIZES: 39 to 56 bust. Skirt length 37 inches. Wide basted hem. Our very special price... **\$29.50**

Postage 12¢ extra.



All-Silk Heavy
Crepe de Chine

3 L 53

\$29⁵⁰

The Newest Frocks With Slenderizing Lines Specially Designed For Stout Women



*All-Wool
Tricotine*
3 L 54

\$24.75

Smart Coat-Dress of All-Wool Tricotine

3 L 54—Charmingly simple of line, this Coat-Dress of All-Wool Tricotine reveals all the best tendencies of style in dress, besides being most flattering and becoming to the woman of stout figure.

It depends for its smart exclusiveness on the beauty of its material, and its rich simplicity of style. Entirely individual is the deep tuxedo collar at the surplice closing with a self-color silk embroidered scroll motif.

This same motif appears on each point of the flare cuff, on the fashionable loose sleeve. The cuff is faced with black satin to give it a perfect finish. The side closing is a becoming feature, emphasizing the coat effect, so smart this season. A narrow sash belt of self material contributes to the slender silhouette. Jap silk blouse lining with sleeves attached.

COLORS: Navy blue or black. SIZES: 39 to 56 bust. Entire length about 52 inches. Wide basted hem. Our price..... \$24.75

Postage 14¢ extra.

DECIDE to-day, as you admire and read about these fashionable frocks, that you, too, will select a dress to make your figure look slender.

The Open Sesame

Don't you know that the secret of the well-dressed woman is, not that she has been favored by fortune, but that she has studied herself, she knows and wears only well-selected clothes which give her a slender and youthful appearance. That is what these dresses will do for you.

Paris Designs

Paris decides what the new style features shall be, but it remains for Lane Bryant to incorporate them into dresses designed on slenderizing lines, especially adapted to you.

Any one of these is sure to be becoming to you. Made of the finest material and workmanship, and priced very low.

Ordinary stores cannot offer you an opportunity like this—dresses that fit you and flatter your figure as well. Take advantage to-day.

Sizes for all figures
from 39 to 56 bust.



*Fibre-Silk
Mignonette*
3 L 55

\$19.85

A Fabric Flattering to the Full Figure

3 L 55—Everything about this Dress is ideally becoming to the stout woman; style, lines and fabric. Of Fibre-Silk Mignonette, it falls gracefully, clinging to the figure in a flattering manner.

Designed on slenderizing lines with a generous overskirt, it tends to give a tall and slender appearance to the figure. The very deep vestee with the long and becoming collar are effectively slenderizing features. Ecu embroidered georgette crepe is the material which makes the vestee.

The flare sleeves, three-quarter length, are fashionable as well as becoming, while the softly draped girdle adds another dainty touch. Jap silk blouse lining. Entire underskirt of the mignonette.

COLORS: Navy blue, black or brown. SIZES: 39 to 56 bust. Skirt length about 37 inches with wide basted hem. We cannot repress our enthusiasm for this fine value at our low price..... \$19.85

Postage 14¢ extra.

Sizes
39 to 56
Bust



All-Wool
French Serge

3 L 56
\$13.95

A Very Exceptional Value

3 L 56—You will simply love this one-piece Dress of All-Wool French Serge made in straight-down slenderizing lines, with a very narrow sash belt to emphasize its becoming silhouette.

An interesting and charming touch is added by the long rows of black braid in a scalloped effect, which are stitched the full length of the dress, accentuating the becoming panel effect.

A bit of gray silk Canton crepe at the vestee and cuffs adds an attractive touch of color. The becoming deep roll collar and cuffs are finished with a row of the braid. White batiste blouse lining.

NAVY BLUE ONLY. SIZES: 39 to 56 bust. Entire length about 52 inches with wide basted hem. Our very low price.....

Postage 12¢ extra. \$13.95



All-Silk
Canton Crepe

3 L 57
\$29.85

With Iridescent Beads

3 L 57—Embroidery in iridescent beads distinguishes this extremely smart Frock of beautiful quality All-Silk Canton Crepe.

Inverted pleats on the skirt are fascinatingly trimmed, between the folds, with sparkling lovely colored beads. The same treatment is used on the blouse. The sleeves are picot-edged and slashed to fall in points.

Slender vestee of embroidered ecru georgette crepe. Self-material belt softly girdles the waist. A narrow tie of self material, with ball ends, finishes the neck. Waist lining of white Jap silk.

COLORS: Black or navy blue. SIZES: 39 to 56 bust; skirt length about 37 inches, with wide basted hem. Our price.....

Postage 12¢ extra. \$29.85



All-Wool
French Serge

3 L 58
\$19.85

Trimmed with Flat Soutache

3 L 58—Here is an exceptional value in a Dress of All-Wool French Serge handsomely embellished with flat, black silk soutache braid.

Side panels, finished with points in front and terminating in back underneath a full length panel, display the braid effectively. It continues up to the blouse and around the neck in slenderizing effect. The panel-effect in back is another becoming feature for stout women.

Black silk braid binds neck and sleeves, both trimmed with buttons. Narrow vestee of gray silk. White silk waist lining.

COLORS: Navy blue or black. SIZES: 39 to 56 bust; skirt length about 37 inches, with wide basted hem. Our low price.....

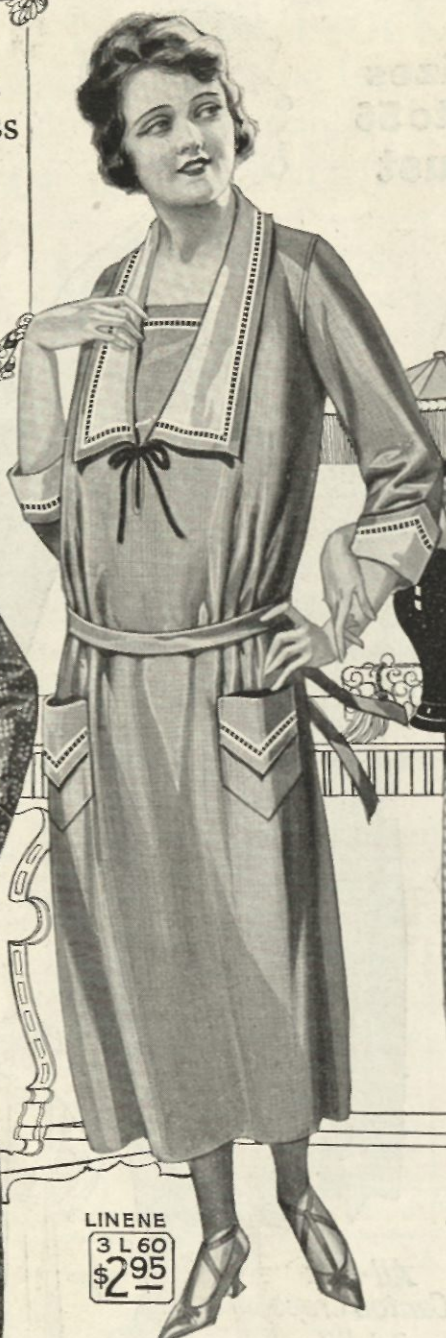
Postage 12¢ extra. \$19.85

LANE BRYANT—Specialist in Slenderizing Apparel for Stout Women—38th St. at FIFTH AVE., NEW YORK 33

Who Would Not Feel
Gay and Cheerful in a
Smartly Slenderizing Dress
Sizes 39 to 56 Bust



3 L 59
\$6.95
FOULARD



LINENE
3 L 60
\$2.95



GINGHAM
3 L 61
\$3.95

You Ought to Order One of Each

3 L 59—Just the kind of Dress the stout woman finds most practical and very serviceable.

The material is a fine Mercerized Foulard in an attractive design, copied from one of the season's new silk foulards. Venise pattern lace makes the collar and finishes the becoming vestee.

The Tuxedo style under-collar gives the long, slender lines the stout figure requires. The smart tunic, pointed in front, continues the slenderizing effect. Sash and underskirt of self material.

COLORS: Navy blue-and-white or black-and-white. SIZES: 39 to 56 bust. Skirt length about 37 inches, wide hem. Price \$6.95

Postage 10¢ extra.

3 L 60—The inexpensive Tub Dress can be as smart and becoming as the high priced frock when it is designed as attractively as is this model of fine quality Linene.

Observe the stylish effect of the white linene collar and cuffs, joined to hems of self-color linene with white fagoting. This is a one piece dress, very stylish and very becoming to stout women.

The deep collar is trimmed to match the cuffs, pockets and vestee. A tiny black bow adds a smart touch.

COLORS: Copenhagen blue or tan. SIZES: 39 to 56 bust: full length of dress about 52 inches. Wide hem. Price... \$2.95

Postage 10¢ extra.

3 L 61—This Gingham Dress for \$3.95 is really a wonder!

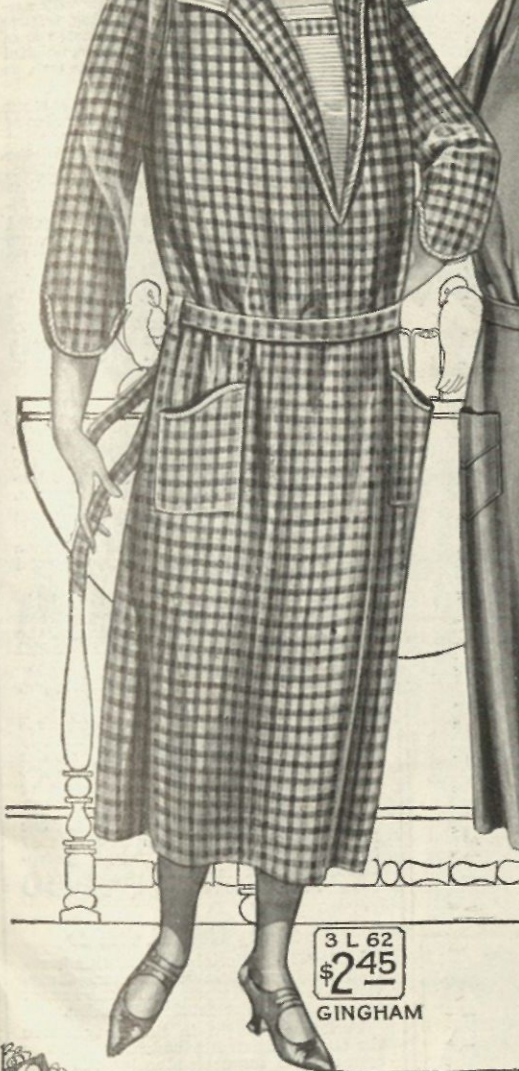
The gingham is of fine quality in a medium sized check and its style is becoming to stout women.

You will marvel at its slenderizing style, accentuated by the long Tuxedo collar.

A note of individuality is struck by the narrow white pique piping which trims the overskirt, collar, cuffs and vestee. The sash, too, is a youthful feature. A row of white buttons trims the deep vestee.

COLORS: Black - and - white, blue-and-white, or lavender-and-white check. SIZES: 39 to 56 bust. Skirt length about 37 inches. Wide hem. Price \$3.95

Postage 10¢ ex.

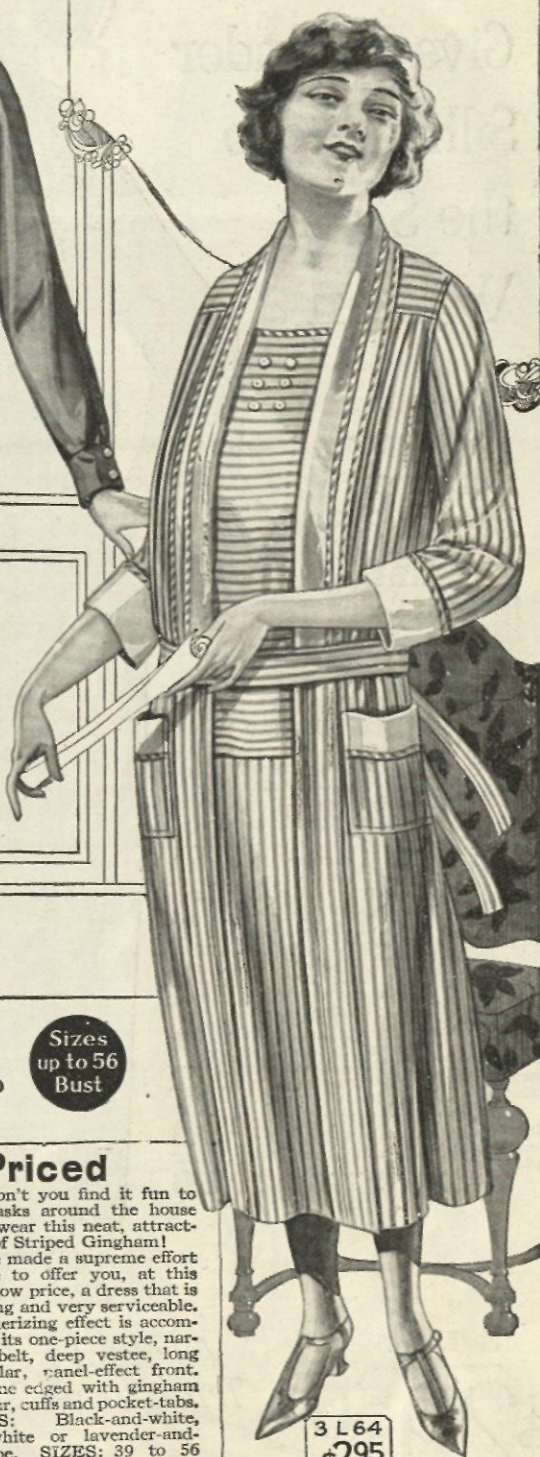


3 L 62
\$2.45
GINGHAM



3 L 63
\$3.95
MERCERIZED
PONGEE

Household Tasks are
Pleasant to Indulge in
When You Wear One of These
Neat Becoming Dresses



3 L 64
\$2.95
GINGHAM

Sizes
up to 56
Bust

All Three Are Very Reasonably Priced

3 L 62—Have you ever seen a Dress you liked better, for \$2.45?

Made especially for stout women, you may be sure it is the best in style and material. Checked two-tone Gingham is the fabric used for this dress.

A one-piece, straight-line style makes it extremely becoming. Cut full and comfortably roomy for the stout woman. The narrow self-material sash ties in back.

White pique makes the collar and vestee and trims the revers, pockets and the shaped sleeves.

COLORS: Blue-and-brown or blue-and-red check. SIZES: 39 to 56 bust. Entire length about 52 inches. Wide hem...

Postage 10¢ extra. **\$2.45**

3 L 63—Here is a very practical Dress on smart, trim lines, made of fine quality Mercerized Pongee, a material that wears well.

The collar is a convertible style which may be worn open or buttoned up high at the neck. A pleat at each shoulder gives ample fullness for the stout figure.

The long sleeves are buttoned at the wrist and may be rolled up if desired. Skirt pocket and breast pocket as pictured.

COLORS: Black or white. SIZES: 39 to 56 bust; skirt length about 37 inches, with wide hem. In white, an ideal model for nurses. In black it is appropriate for mourning. Price...

Postage 10¢ extra. **\$3.95**

3 L 64—Won't you find it fun to do your tasks around the house when you wear this neat, attractive Dress of Striped Gingham!

We have made a supreme effort to be able to offer you, at this unusually low price, a dress that is good looking and very serviceable.

Its slenderizing effect is accomplished by its one-piece style, narrow sash belt, deep vestee, long tuxedo collar, panel-effect front. White line edged with gingham makes collar, cuffs and pocket-tabs.

COLORS: Black-and-white, blue-and-white or lavender-and-white stripe. SIZES: 39 to 56 bust. Entire length about 52 inches. Wide hem...

Postage 10¢ extra. **\$2.95**

The Newest Styles in Dresses Re-designed to Give a Slender Silhouette to the Stout Woman

Sizes
39 to 56
Bust

Beautifully Embroidered All-Wool Tricotine

3 L 65—Fashion's fondness for embroidery and braid as trimming, is smartly exemplified in this Frock of All-Wool Tricotine.

A frock that has every one of fashion's favorite details yet ideally adapted to give a slenderizing line to the stout woman.

The much desired slender silhouette is accentuated by its straight-line style, and aided, too, by the narrow self-material belt.

Another slenderizing feature is the full length front panel of embroidery and the narrow rows of embroidery which outline the grace-giving full length panel in back. The embroidery in front continues around the bottom in a deep border, making a handsome trimming for the skirt.

You will pride yourself on your appearance in this dress, so smart for early fall with just a fur piece, and practical for winter wear with your coat. A wonderful value at our low price.

Navy blue only. SIZES: 39 to 56 bust. Entire length about 52 inches. Wide basted hem. White Jap silk blouse lining. Our specially low price.....

Postage 14¢ extra. **\$29.50**

3 L 65
\$29.50

All-Wool
Tricotine



Descriptions of Dresses on Opposite Page.

Featuring Pleated Panels

3 L 66—The new mode finds charming expression both in the material and in the style of this very lovely Dress.

A slenderizing model of fashionable All-Silk Canton Crepe with its simple trimming of panels and inserts of finely pleated self material, as shown.

The deep vestee with the slightly surplice front is a most becoming feature for the stout woman. The vestee is of tucked, ecru-color georgette crepe, finished at the top with a band of Venise lace, as pictured on opposite page.

Unusually becoming to the stout figure and one of the newest notes of fashion are the pleated flying panels at each side of the front and back with the effective addition of one narrow strap, with self-covered buttons, which falls from the waist and turns under at hem.

The narrow inserts of the pleated material on the waist and sleeves, are slenderizing features. Belt with tie ends. White Jap silk waist lining.

COLORS: Black, navy blue or brown. **SIZES:** 39 to 56 bust; skirt length about 37 inches, with wide basted hem. Very good value. Our low price

Postage 12¢ extra. **\$34.50**

First in Favor

3 L 67—You simply must have a dress this season that is richly braided or embroidered, and with sleeves that are graceful and flowing. On these two factors, depends the smartness of your gown.

The very finest quality All-Wool French Serge is the fabric which fashions this handsome street Dress, embellished with beautiful black silk embroidery in solid scroll design, as shown.

From the picture you can see how richly ornate it is, outlining the four panels of the over-dress, the deep V-neck and the smart sleeves. A narrow self-material sash. Braid binds the neck and sleeves.

Sleeves are set in on Jap silk lining. Entire under-skirt of serge.

This is just the style of dress which is becoming to stout women, its perfectly straight line giving the desirable slender silhouette. As a street dress for early fall, it will look extremely smart, and for winter, it will be ideal under your coat.

COLORS: Navy blue or black. **SIZES:** 39 to 56 bust. Skirt length about 37 inches with wide basted hem. Exceptional value. Price.....

Postage 14¢ extra. **\$29.50**

The Very Newest Fabric

3 L 68—The material used for this beautiful Frock is Crinkled Canton Crepe, woven of silk and wool. Quite the newest and most popular fabric of fashion.

Perfectly straight in line to preserve the slender silhouette which is made to appear even more slender by the very narrow panels which fall from the shoulders in back turning under at the hem and from a slight yoke effect in front. Narrow sash is another slenderizing feature.

Beauty and grace of line are added, too, by beautiful hand-embroidery in self and contrasting color silk floss, combined with iridescent beads, which outlines the design. This appears on front and back between the panels and as trimming for the graceful fashionable sleeves. Sleeves are set in on a white Jap silk lining.

COLORS: Black or navy blue. **SIZES:** 39 to 56 bust. Entire length about 52 inches with wide basted hem. This dress is a wonderful value and is the last word in style. Price.....

Postage 14¢ extra. **\$34.50**

The Sleeves Decide the Smartness of Your Gown



3 L 66
\$34.50

ALL-SILK
CANTON CREPE

3 L 67
\$29.50

BEST QUALITY
ALL-WOOL
FRENCH SERGE

3 L 68
\$34.50

CRINKLED
CANTON
CREPE

See opposite page for detailed
descriptions of these dresses.

Stylish
Full-Cut
Dresses
in Sizes up to
56 Bust



3 L 69
\$13.95

SILK
POPLIN

Superior
Quality—and
A Very Big Bargain

3 L 69—A very fine quality Silk-Warp Poplin, smart and serviceable and a wonderful value at our low price, fashions this modish Gown.

Extremely handsome and very becoming to the stout figure are the deep pointed insets, beautifully embroidered in heavy self-tone silk.

Slenderizing lines contributed by the long vest and the narrow roll collar. New slashed sleeve. Entire underskirt of the silk poplin attached to tub silk waist lining.

COLORS: Navy blue or black. SIZES: 39 to 56 bust; skirt length about 37 inches, with wide basted hem. Our very low price.

Postage 12¢ extra. **\$13.95**



3 L 70
\$18.75

ALL-SILK
TAFFETA

Youthful and Becoming

3 L 70—Just the Dress you ought to have. Fresh, crisp All-Silk Taffeta, always so youthful and becoming, is the fabric which fashions it. A practical dress at a bargain price.

The pointed panels, two at each side, are novelly edged with black rick-rack braid. So are the flare sleeves, and the slenderizing long shawl collar. A lovely deep vestee of ecru eyelet embroidered lace adds to its richness. Softly draped girder.

Any full-figured woman will find this a most flattering frock, slenderizing and becoming. Sleeves attached to Jap silk blouse lining.

COLORS: Navy blue or black. SIZES: 39 to 56 bust. Skirt length about 37 inches. Wide basted hem. Our low price.

Postage 12¢ extra. **\$18.75**



3 L 71
\$9.85

ALL-WOOL
FRENCH SERGE

Popular Sleeveless Dress

3 L 71—All-Wool French Serge of a very fine quality is the material used to fashion this slenderizing style, the popular sleeveless slip-over Frock to be worn with guimpe or waist.

Attractive roll collar is set off at finish with a row of round buttons and loops. These are its only note of trimming.

Becoming fulness for the stout woman is inset each side of front, in yoke effect.

Tailored smartness is expressed in the self-bound armholes and the narrow pockets. Tiesash of self material. A full and roomy model throughout. Exceptionally good value.

Navy blue only. SIZES: 38 to 56 bust; entire length about 52 inches with wide basted hem. Our low price.

Postage 12¢ extra. **\$9.85**

38 BARGAINS ARE HERE in styles for Stout Women, but low prices cannot affect OUR USUAL HIGH QUALITY



3 L 72
\$10.95

**SILK
MIGNONETTE**

**Becomingly
Slenderizing
to the Stout Figure**

3 L 72—Smart style, and becoming, slender lines are all embodied in this sleeveless Frock of Fibre-silk Mignonette. Can be worn with any guimpe or blouse, and will give you splendid service.

Self material binds the round neck. It also binds the deep front opening set off with a row of round self-covered buttons. Self-material tie finishes the neck.

Becoming fullness added in front in yoke effect. Stylish tie-sash of self material. A roomy, full-cut garment for stout women.

COLORS: Black or navy blue. **SIZES:** 36 to 56 bust; entire length about 52 inches, with wide basted hem. Excellent style and quality. Price, \$10.95 Postage 14¢ extra.



3 L 73
\$18.50

**ALL-WOOL
JERSEY**

**Beautifully
Embroidered
All-Wool Jersey**

3 L 73—For practical every-day wear, there is no fabric which makes a more serviceable Dress than All-Wool Jersey. It is the material which fashions this becoming, slenderizing dress.

Warm enough for comfort yet light enough to wear agreeably under your winter wrap.

Silk ribbonzine embroidery in self color forms a handsome trimming in front, and the long collar is very flattering to the stout figure.

A bright attractive touch is added by the beautifully embroidered lace which forms the dainty vest. Self-material tie sash. Inverted pleat at each side of the skirt. White batiste blouse lining.

COLORS: Navy blue or taupe gray. **SIZES:** 39 to 56 bust. Entire length about 52 inches, with wide basted hem. Our very low price... **\$18.50** Postage 10¢ extra.



3 L 74
\$19.85

**ALL-SILK
SATIN
MESSALINE**

Featuring Four Loose Panels

3 L 74—Charming style Dress of heavy quality All-Silk Satin Messaline, ideally suited to stout women. Long slenderizing collar with button-trimmed vest. Vestee of ecru color, embroidered georgette.

Skirt is composed of four free panels over an underskirt made entirely of satin. The panels are trimmed with tucks and a row of silk fagoting, so very smart this season. Silk fagoting and covered buttons finish the attractive sleeve. Sleeves joined to white tub silk waist lining.

COLORS: Navy blue or black. **SIZES:** 39 to 56 bust. Skirt length about 37 inches; wide basted hem. Price... **\$19.85** Postage 10¢ extra.

Exceptional Values with the Newest Style Features in Side Panels and Embroidery

ALL-SILK CANTON CREPE
3 L 75
\$39⁵⁰

ALL-WOOL CANTON CREPE
3 L 76
\$25⁹⁵

ALL-SILK GEORGETTE CREPE
3 L 77
\$26⁹⁵

Becoming and Stylish
3 L 75—The new fall mode finds charming expression in this slenderizing model Frock of All-Silk Canton Crepe, in a heavy quality. Four straight panels, beautifully hand-embroidered in silk floss, are a very smart feature. The sleeves and V-shaped neck line, particularly becoming to stout women, are bordered with silk hand-embroidery. Embroidered georgette crepe in a soft ecru shade, forms the vestee. Fastens at shoulder and under arm. Sleeves are joined on Jap silk waist lining. **COLORS:** Black or navy blue. **SIZES:** 39 to 56 bust. Skirt length about 37 inches; wide basted hem. Our low price . . . **\$39.50** Post. 12¢ extra.

A Very New Fabric
3 L 76—Youthful in its every line and ultra-fashionable in every feature is this Frock of All-Wool Canton Crepe. Handsomely hand-embroidered in silk floss, in panel effect to emphasize the slenderizing line. The deep V-neck with its shawl collar is very becoming, while the pleated panel at each side is an authoritative style feature for stout women. Jap silk blouse lining. **COLORS:** Black or navy blue. **SIZES:** 39 to 56 bust. Entire length about 52 inches; wide basted hem. Price . . . **\$25.95** Post. 12¢ extra.

For Dressy Wear
3 L 77—Lovely afternoon Gown in a good quality All-Silk Georgette Crepe, a remarkable value. Black beads are the rich trimming on the blouse, sleeves and on the skirt, back and front. Finely box pleated panels fall in points at each side. A fashionable feature. The entire underdress is of Jap silk. Closes at shoulder and under arms. Soft sash of self material. **COLORS:** Navy blue or black. **SIZES:** 39 to 56 bust. Skirt length about 37 inches, with wide basted hem. A bargain in a fashionable dress. Price . . . **\$26.95** Post. 12¢ extra.

Afternoon Frocks of Silk or Serge Sizes Up to 56 Bust



ALL-SILK
CREPE
DE CHINE

3 L 78
\$24⁹⁵

Handsomely Braided

3 L 78—Heavy quality All-Silk Crepe de Chine fashions this slenderizing Frock which expresses the new vogue in braiding.

Flat silk soutache braid forms a beautiful border at each side of tunic in front and on narrow panels in back, with a narrower band design around sleeve. Narrow vestee of all-over lace.

The novel sleeves with their tight wrists and loose hanging points are joined to Jap silk waist lining. Underskirt entirely of crepe de chine.

COLORS: Navy blue, dark brown or black. SIZES: 39 to 56 bust; skirt length about 37 inches; wide basted hem. Our very low price... **\$24.95** Post. 12¢ extra.

Very Serviceable

3 L 79—Every feature and detail of this Dress tends to slenderize the stout figure.

Fashioned from a lustrous All-Silk Satin Charmeuse, it is beautiful for afternoon wear.

Flat silk soutache braid makes its ornate trimming. This appears on the sleeves and on the ultra-modish side panels in a large design. Three narrow rows edge the panel, continuing on the blouse, and around the neck.

Embroidered ecru georgette vestee. Sleeves attached to good quality Jap silk lining.

COLORS: Black or navy blue. SIZES: 39 to 56 bust. Skirt length about 37 inches; wide basted hem.... **\$29.50** Post. 12¢ extra.

3 L 79
\$29⁵⁰

ALL-SILK
SATIN
CHARMEUSE



ALL-WOOL
FRENCH SERGE

3 L 80
\$19⁸⁵

With Pleated Side Panels

3 L 80—An ideal model for stout women and a splendid street Dress of fine quality All-Wool French Serge. Smartly trimmed with lustrous black silk soutache braid.

Stylish panel effect in front and back with pleated inserts at each side. The braid appears in continuous design outlining the panel on the skirt and at the top of the pleated side section.

Slender revers open from a gray broadcloth vest, and a small collar finishes the neck. Self-material tie sash. White batiste waist lining. A most practical model.

COLORS: Navy blue or black. SIZES: 39 to 56 bust; skirt length about 37 inches; wide hem. Our low price.... **\$19.85** Postage 14¢ extra.



3L81



3L82



3L83

Exquisite Frocks For Stout Women

- 3 L 81**—Very narrow panels edged with black jet beads, and these put on with contrasting-color silk add an unexpected bit of charm to this Frock of navy blue or black All-Silk Canton Crepe; slenderizing side panels and vestee; long graceful sleeves; soft self-material girdle; in sizes for all stout women..... **\$45.00**
- 3 L 82**—A slenderizing Frock of fine quality All-Wool Poiret Twill finds its charm and chief distinction in exquisite embroidery of silk floss and silk soutache ribbon; navy blue or black. Flowing sleeves lined with contrasting color, ecru filet lace collar; slenderizing self-material vestee; smart side panels..... **\$55.00**
- 3 L 83**—Gorgeous afternoon Frock of All-Silk Georgette Crepe handsomely beaded; black with black beads or navy blue with iridescent beads; inverted pleat in front gives vestee effect on blouse; girdle of braided georgette; entire underdress of crepe de chine; extremely slenderizing and becoming; in sizes as stated below..... **\$42.50**

Dresses on this page are each provided in sizes 39 to 56 bust
Postage 14 cents extra on each dress





LANE BRYANT Super-Made
Gowns, are exclusive in style,
exquisite in fabric and superior in work-
manship. Individual frocks with latest
Paris features developed on slenderizing
lines for stout women. Each super-made
gown bears this "Super-Made" label.
Sizes 39 to 56 bust.



Dresses of Distinction

3 L 84—All-Silk Canton Crepe embroidered with contrasting color beads makes this delightfully slenderizing Frock for Stout Women; navy blue or black; overskirt falls in fashionable draperies at each side; entire underskirt of Canton Crepe; self-material straps on blouse, front and back; in sizes for all stout women up to 56 bust.... **\$65.00**

3 L 85—Smartest street Frock of All-Wool Tricotline in slenderizing redingote style; navy blue or black; embroidered in black silk floss; vestee and entire underskirt of black all-silk satin charmeuse; narrow self-material belt; fashionable sleeves; in sizes for all stout women... **\$37.50**

3 L 86—The new fabric, Knitted Fibre-Silk Crepe, fashions this slenderizing Dress; full length panel in back and redingote front edged with iridescent beads and bugles; the underskirt is of self material; novel sleeve adds an interesting detail; navy blue or black; up to 56 bust... **\$34.75**
Postage 14¢ extra on each dress.



Blouses Enriched By Laces and Beads



BEADED
ALL-SILK
CANTON
CREPE

7 L 51
\$10.95



TRICOLETTE

7 L 53
\$4.98



VOILE

7 L 52
\$2.25

Beaded Canton Crepe

7 L 51—Gorgeous quality All-Silk Canton Crepe, heavy and lustrous, fashions this rich-looking Overblouse, made ornate by its bead trimming. This appears all around the neck, over the entire front and on the sleeves.

Cut kimono style, roomy and especially becoming to the stout figure. The front drapes low over the waistline, as pictured, and ties in a bow in back. Elastic waistband.

COLORS: Henna, black or navy blue. SIZES: 39 to 56 inches bust measure. Very good value. Our low price.

Postage 4¢ extra. **\$10.95**

7 L 55
\$5.75

IMPORTED
VOILE
REAL
FILET



BEADED
ALL-SILK
CREPE DE CHINE

7 L 54
\$7.95

Dimity Collar and Cuffs

7 L 52—Tub Waist of White Cross-bar Voile, smart for wear with sport suits or with sweaters and very neat with a tailored suit.

Dainty collar and cuffs of fine white striped dimity with self-fluting edge. Black grosgrain ribbon bow. A full cut, roomy model. Splendid value in a waist that will stand frequent tubbings, looking well after each one.

White Only. SIZES: 39 to 56 bust. Designed for stout women. Our low price. **\$2.25**
Postage 4¢ extra.

Tricolette Tie-Back Model

7 L 53—Smart, new tie-back Blouse of All-Silk Tricolette. Hand-embroidered in wool French knots in self and contrasting color.

The basque front is especially becoming to the stout figure. A slip-over model in kimono style cut full and roomy for comfort.

COLORS: Navy blue or black. SIZES: 39 to 56 bust. Exceptionally good value in a very becoming waist. Our special price. **\$4.98**
Postage 4¢ extra.

Iridescent Bead Trimming

7 L 54—A lovely Blouse of All-Silk Crepe de Chine, beautifully beaded on the front panel.

The neck is deeply cut and square with a vestee of tucked crepe de chine. The front panel is a slenderizing feature; it falls low and softly over the waist, and ties in back with a narrow sash belt. Fashionable length sleeves, self piped. Elastic waistband. A dressy waist of very superior quality.

COLORS: Navy blue or black. SIZES: 39 to 56 bust. A rich-looking suit-blouse, which will be most becoming to the woman of stout figure. Our very low price. **\$7.95**
Postage 4¢ extra.

Imported Voile, Filet Trimming

7 L 55—One of our handsomest Wash Waists. Real hand-made filet lace distinguishes this beautiful Blouse of Imported White French Voile. Exceptional value at our very low price.

The slender vest and the soft becoming collar are both trimmed with white hand-made filet banding, in combination with hemstitching and dainty Val edging, as pictured. The cuffs, of course, are trimmed to match.

Note the slenderizing effect of the tucks each side of front, a most becoming style for stout women. Tape at waistline. Very good value.

SIZES: 39 to 56 bust. Price. **\$5.75**
Postage 4¢ extra.

Stout Women Here Can
Buy Blouses to Fit in
Sizes from 39 to 56 Bust

It is very necessary that you fill
in your name and address here,

State

Post Office

Local
Address

Name

FROM

Lane Bryant

38th Street, West of 5th Ave.

New York, N.Y.

ATTACH
A
TWO-CENT
POSTAGE
STAMP
HERE

Finish Voile

lace and embroidery
lovely Blouse of fine
Voile. This Voile is
quality. Will stand
laundering.
ornaments collar and
ly used. Clusters of
of the side fronts.
Tape at waistline.
Very good value.

Price
extra. **\$2.95**

Back Blouse

and-embroidery dis-
cuse of fine quality
self gracefully over
the necessary long
at women.

finishes the neck
 sleeves. Stylish

tie sash in back. Elastic waistband.

COLORS: Navy blue, black, white or
flesh-pink. SIZES: 39 to 56 bust. Cut
full and roomy. Our low price

Postage 4¢ extra. **\$4.95**

Daintily Trimmed

7 L 68—The slender vest and long collar
featured in this dainty Blouse are most
becoming to stout women, and this is one of
the prettiest styles you could choose.

The material is a superior quality, soft
White Voile. Dainty lace and embroidered
organdie trim the collar and the slenderizing
vestee. Fine tucks and hemstitching on
each front. Long sleeves with lace-trimmed
cuffs. Left side-front closing. Tape at
waistline. A bargain at our very low price.

SIZES: 39 to 56 bust. Price

Postage 4¢ extra. **\$2.45**

Smart Tailored Model

7 L 69—For your tailored suit or sport skirt,
order this very becoming Waist of fine
quality All-Silk Crepe de Chine.

Stylish flutings of the material trim the
collar and cuffs and decorate the vestee.
Fine tucks accentuate the slenderizing effect.

This is one of the finest tub waists you
could choose, for the material wears well
and launders splendidly. Invisible side-
front closing. Elastic waistband.

COLORS: White, flesh-pink, navy blue or
black. SIZES: 39 to 56 bust. Perfect fit.
Our very low price.

Postage 4¢ extra. **\$5.95**

All-Silk Taffeta

7 L 70—There is nothing that takes the place
of a dark silk, tailored Waist. The quality of
the All-Silk Taffeta which fashions this model,
assures not only its continued good style but
lasting satisfaction in service and wear.

Full-cut for stout women and becomingly
designed with clusters of tucks in front and
ample fullness contributed by gathers at shoul-
der. Convertible collar. Bone buttons. Elas-
tic waistband. A practical and stylish waist.

COLORS: Black or navy blue. SIZES: 39 to
56 bust. Our price.

Postage 4¢ extra. **\$4.98**

VOILE
7 L 68
\$2.45

ALL-SILK
CREPE DE CHINE

7 L 69
\$5.95

Blouses Enriched By Laces



BEADED
ALL-SILK
CANTON
CREPE

7 L 51
\$10.95

Beaded Canton Crepe

7 L 51—Gorgeous quality All-Silk Canton Crepe, heavy and lustrous, fashions this rich-looking Overblouse, made ornate by its bead trimming. This appears all around the neck, over the entire front and on the sleeves.

Cut kimono style, roomy and especially becoming to the stout figure. The front drapes low over the waistline, as pictured, and ties in a bow in back. Elastic waistband.

COLORS: Henna, black or navy blue. SIZES: 39 to 56 inches bust measure. Very good value. Our low price...

Postage 4¢ extra. **\$10.95**

7 L 55
\$5.75

IMPORTED
VOILE
REAL
FILET



BEADED
ALL-SILK
CREPE DE CHINE



BEFORE YOU SEAL THIS ENVELOPE

Make sure you have stated sizes and colors desired, and that you have written your name and address plainly.

7 L 54—A lovely Blouse of All-Silk Crepe de Chine, beautifully beaded on the front panel.

The neck is deeply cut and square with a vestee of tucked crepe de chine. The front panel is a slenderizing feature; it falls low and softly over the waist, and ties in back with a narrow sash belt. Fashionable length sleeves, self piped. Elastic waistband. A dressy waist of very superior quality.

COLORS: Navy blue or black. SIZES: 39 to 56 bust. A rich-looking suit-blouse, which will be most becoming to the woman of stout figure. Our very low price...

Postage 4¢ extra. **\$7.95**

Imported Voile, Filet Trimming

7 L 55—One of our handsomest Wash Waists. Real hand-made filet lace distinguishes this beautiful Blouse of Imported White French Voile. Exceptional value at our very low price.

The slender vest and the soft becoming collar are both trimmed with white hand-made filet banding, in combination with hemstitching and dainty Val edging, as pictured. The cuffs, of course, are trimmed to match.

Note the slenderizing effect of the tucks each side of front, a most becoming style for stout women. Tape at waistline. Very good value.

SIZES: 39 to 56 bust. Price... **\$5.75**

Postage 4¢ extra.

Stout Women Here Can
Buy Blouses to Fit in
Sizes from 39 to 56 Bust

HAND-EMB.
ALL-SILK
GEORGETTE

7 L 67
\$4.95

VOILE
7 L 68
\$2.45

7 L 66
\$2.95
VOILE

ALL-SILK
TAFFETA
7 L 70
\$4.98

Fine French-Finish Voile

7 L 66—Rows of fine lace and embroidery distinguish this sheer, lovely Blouse of fine, White French-finish Voile. This voile is a superior, serviceable quality. Will stand hard wear and frequent launderings.

Lovely embroidery ornaments collar and the lace is most effectively used. Clusters of tiny tucks trim each of the side fronts. Hemstitched seams. Tape at waistline. Gathers at shoulder. Very good value.

SIZES: 39 to 56 bust. Price \$2.95
Postage 4¢ extra.

Handsome Tie-Back Blouse

7 L 67—Self-tone silk hand-embroidery distinguishes this Overblouse of fine quality All-Silk Georgette Crepe.

The front draping itself gracefully over the top of skirt, gives the necessary long lines so becoming to stout women.

A piping of Georgette finishes the neck and the graceful kimono sleeves. Stylish tie sash in back. Elastic waistband.

COLORS: Navy blue, black, white or flesh-pink. SIZES: 39 to 56 bust. Cut full and roomy. Our low price \$4.95
Postage 4¢ extra.

Daintily Trimmed

7 L 68—The slender vest and long collar featured in this dainty Blouse are most becoming to stout women, and this is one of the prettiest styles you could choose.

The material is a superior quality, soft White Voile. Dainty lace and embroidered organdie trim the collar and the slenderizing vestee. Fine tucks and hemstitching on each front. Long sleeves with lace-trimmed cuffs. Left side-front closing. Tape at waistline. A bargain at our very low price.

SIZES: 39 to 56 bust. Price \$2.45
Postage 4¢ extra.

Smart Tailored Model

7 L 69—For your tailored suit or sport skirt, order this very becoming Waist of fine quality All-Silk Crepe de Chine.

Stylish flutings of the material trim the collar and cuffs and decorate the vestee. Fine tucks accentuate the slenderizing effect.

This is one of the finest tub waists you could choose, for the material wears well and launders splendidly. Invisible side-front closing. Elastic waistband.

COLORS: White, flesh-pink, navy blue or black. SIZES: 39 to 56 bust. Perfect fit. Our very low price..... \$5.95
Postage 4¢ extra.

All-Silk Taffeta

7 L 70—There is nothing that takes the place of a dark silk, tailored Waist. The quality of the All-Silk Taffeta which fashions this model, assures not only its continued good style but lasting satisfaction in service and wear.

Full-cut for stout women and becomingly designed with clusters of tucks in front and ample fulness contributed by gathers at shoulder. Convertible collar. Bone buttons. Elastic waistband. A practical and stylish waist.

COLORS: Black or navy blue. SIZES: 39 to 56 bust. Our price..... \$4.98
Postage 4¢ extra.

ALL-SILK
CREPE DE CHINE

7 L 69
\$5.95

Blouse Bargains

VOILE

7 L 72

98¢



Sizes
39 to 56
Bust

LINENE

7 L 73

\$1.98



PONGEE

7 L 71

\$1.39



A Big Bargain

7 L 72—Just think! Only 98¢ for this stylish Blouse of good quality White Voile.

The stout woman will appreciate the becoming long lines of the tuxedo collar, the slenderizing tucked vestee, and the fulness contributed by the gathers at shoulder edge. A border of lace trims embroidered collar and vestee.

Tiny turnback cuffs finish the long sleeves, as pictured. Tape at waistline. SIZES: 39 to 56 bust. A real bargain at our very low price.

Postage 4¢ extra. **98¢**

Embroidered Linene

7 L 73—A big bargain. Only \$1.98 for this splendid semi-tailored Waist of serviceable White Linene.

Dainty embroidery ornaments the attractively shaped collar and the fine tucks in front give the long lines that slenderize the stout figure. The turnback cuffs are neatly scalloped and embroidered with eyelets to match the collar. Tape at waistline.

SIZES: 39 to 56 bust. Exceptional value. Our low price.

Postage 4¢ extra. **\$1.98**

Black or Tan Pongee

7 L 71—A dark-colored Tub Waist serves for many occasions and is indispensable to many women.

This model of Black or Tan Mercerized Pongee is designed for the stout figure, cut amply full throughout in the Lane Bryant way, and slightly gathered in front at the shoulders.

Self-colored embroidery ornaments the square-cut collar very attractively. In black, this is an excellent model for mourning wear. Excellent value at our very low price.

COLORS: Black or tan. SIZES: 39 to 56 bust. Fast colors, serviceable quality. Price.

Postage 4¢ extra. **\$1.39**

Lace-Trimmed White Voile

7 L 74—Very inexpensive is this fine Voile Waist with fashionable sleeves and becoming lines specially designed for the stout woman. A very practical model.

Handsome Venice lace edges the vest and collar in smart effect and finishes the smart flounce on the three-quarter length sleeves. Cross-wise tucks on the collar are an effective contrast against the lengthwise tucks in the vestee. Gathered at shoulder in front. Finished with tape at waistline. Very good quality in a very serviceable tub waist, and a real bargain at our very, very low price.

White Only. SIZES: 39 to 56 bust. Price.

Postage 4¢ extra. **\$1.95**

Fleecy Gray Flannel

7 L 75—For comfort and warmth, practical wear and worth-while economy, include this Waist among your winter selections.

The material is a soft, fleecy Cotton Flannel in a gray pepper-and-salt effect. It will launder well and wear splendidly. The collar may be fastened up high if desired. Convenient pocket. White pearl buttons.

Gray Only. SIZES: 39 to 56 bust. big bargain at our very

special low price. **\$1.19**

Post. 4¢ extra.

VOILE

7 L 74

\$1.95



7 L 75

\$1.19



FLANNEL



Reducing and Bust-Confining Corset

DUE TO PRINTER'S ERROR
Page 49—Corsets 17L61, 17L71 described in sizes 26 to 42 bust should be sizes 26 to 42 waist. These corsets are made to fit women up to 56 bust measure. Send us your bust, waist and hip measure and we will send you correct size.

Two Styles

17 L 71
For
Short
Stout
Women

\$4.95



Reducing Corset and Bust-Confining Brassiere Rust-Proof Boning

A Corset that is a boon to the woman of stout figure. A reducing corset and a bust-confining brassiere combined.

Elastic bands shaped into a well curved bust support take care of the superfluous flesh and reduce the bust. Lacing at sides provide perfect adjustment.

This corset is made of White Coutil, well-shaped, firmly and flexibly boned with Duplex rust-proof boning. Silk braid trims the top. Adjustable tape shoulder straps hold the corset firmly in place, and aid in supporting the bust.

Elastic inserts at the bottom in front reduce the hips and make corset comfortable when sitting. Six hose supporters. Provided in two models, one for tall stout women, the other for short stout women.

In ordering, state bust, waist and hip measures, and we will send correct size.

17 L 61—For tall stout women; has 10-inch front clasp and 18-inch side length. SIZES: 26 to 42 bust. Price \$4.95 Postage 5¢ extra.

17 L 71—For short stout women; 9-inch front clasp; 16-inch side; shorter boning. SIZES: 26 to 42 bust. Price \$4.95 Postage 5¢ extra.

Duo-Web Front-Lace Corset with Duplex Boning Five Important Features

17 L 01—Our new Duo-Web Front-Lacing Corset, constructed with two full-length elastic web inserts in front under the elastic lacing, as shown in small view.

One of the most comfortable, slenderizing corsets ever designed for stout women.

Five distinct advantages are featured: (1) The double front lacing permits corset to fasten exactly in center, which the single lacing prevents. (2) The lacing is elastic and they adjust the corset to fit you perfectly. (3) No need to tighten the self-adjusting laces when putting corset on. (4) No need to loosen laces when taking corset off, a big advantage. (5) Duo-Web elastic sections under lacing confine the superfluous flesh, prevent protruding, keep laces from cutting.

The material is good quality White Coutil. Medium bust, 23½ inches above waistline; long hip; high supporting back.

Rust-proof Duplex boning. Front clasp 9 inches, with 4 hooks below. Six hose supporters as pictured.

SIZES: 26 to 42. State bust, waist and hip measure; we will send correct size. Our low price. \$4.95 Postage 5¢ extra.

A Word to You About Measurements

Not all stout figures are proportioned alike. Some are stout all over, some have extra large bust, and some have extra large hips. It is therefore necessary for us to know your bust measure and your hip measure as well as your waist measure so that we may select the correct size corset to fit you.

Have measurements taken over dress, or over waist and skirt, with corset on. Take waist measure rather tight. Send all these measurements and we will send correct size.

Corsets Specially Designed for Stout Women

EVERY carefully dressed woman gives special thought and care to the selection of her Corset. Upon it depends the success of her appearance, for after all, figure to a woman is everything. And to the stout woman, more than to all others, corseting is most important.

Lane Bryant, though, has solved this problem for her by providing corsets specially designed to give a slender silhouette to the stout woman.

Strong durable fabrics; flexible non-rust boning; unbreakable front steels; reinforcement wherever reinforcement is needed; and elastic inserts especially placed to give freedom and ease for standing and sitting—these are some of the well known fine points distinguishing Lane Bryant Corsets for stout women.

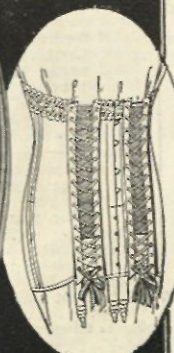
You will find in our selection special corsets for reducing hip, bust and abdomen; newest models in front lace corsets; comfort-giving topless girdle corsets; the popular new corselettes for rest or sports wear; everything indeed, desirable in high grade corsets for stout women.

Lane Bryant specializes in corsets for stout women, and MANUFACTURES as well as designs—two reasons why you obtain practically a custom-made model at a low ready-to-wear price. Laced when they come to you, ready to put right on and wear.

17 L 01
\$4.95



Duo-Web



Comfort and Good Lines for Stout Women



Flesh-Pink
Triple-
Boned
Reinforced
Sides

17 L 72
\$3.95

Front Lace Triple-Boned Reducing Model

17 L 72—Front Lace Corset of splendid lines and unusual durability. Your dresses will always fit smoothly if you wear this front lacing, high back corset.

Of medium weight Flesh-pink Coutil. Wide elastic band across bottom in back. Lightly boned tongue under laces, as shown in small view. Triple boning at sides. Bust 3½ inches above waistline.

Six hose supporters, rust-proof Duplex boning. 10½-inch front steel. You will be glad you ordered this corset, for you will find it extremely comfortable and exceptionally well-wearing. It is a splendid value.

SIZES: 24 to 36. State bust, waist and hip measure. Our price. . . . **\$3.95**
Post. 5¢ extra.



17 L 85
\$1.98

For Short
Stout
Women



\$4.95

17 L 66
For
Tall
Stout
Women

17 L 67
For
Short
Stout
Women

"Short Stout" Model

17 L 85—Don't wait another day before getting your correct Corset. Here is a bargain for the short stout woman, one she should take advantage of.

This is a corset designed especially for the woman of short stout figure. Made of strong White Coutil, and exceptionally well boned.

Reinforced over abdomen. Medium bust, 3 inches above waistline, short hip. Graduated 9-inch front clasp, with strong hook below. Six heavy hose supporters. Order now. You will be more than satisfied with this corset.

SIZES: 24 to 36. State bust, waist and hip measure, and we will send correct size. A bargain. Price, **\$1.98**
Post. 5¢ extra.

Hip-Reducing

17 L 83—Strong Corset of Flesh-pink Coutil, specially designed for large figures.

Hip-reducing feature at sides with elastic band and double garter attachment. Elastic insert below at thigh. Medium bust, 2½ inches above waistline; high back.

Exceptionally well boned with rust-proof Duplex boning. Graduated 9½-inch front clasp. Three hooks below. Six heavy garters.

SIZES: 24 to 42. State bust, waist and hip measure. Our very low price **\$4.95**
Post. 5¢ extra.

Thigh-Reducing

Thigh-reducing Corset of heavy White Coutil, in two lengths. Bust 3½ inches above waistline. High back. Deep bust gores. Elastic inserts reduce the thighs and give comfort while sitting.

Triple boning at sides. Six garters. Rust-proof Duplex boning. 3 hooks below.

SIZES: 26 to 42. State bust, waist and hip measure.

17 L 66—For tall stout figures. Side length 19½ ins. 12-in. clasp. **\$4.95**

17 L 67—For short stout figures. Side length 17½ ins. 12-in. clasp. **\$4.95**

Postage 5¢ extra on each.

Elastic Top

17 L 04—Corset of finest Flesh-pink Coutil. Extra high full back, extra long skirt. Strong mercerized elastic insert with reducing strap at thigh reduces hip without discomfort.

Low bust, 2 inches above waistline; silk elastic across front at top. Elastic lacing below 9-inch graduated front clasp, affords ease when sitting. Very best black boning. Six hose supporters.

SIZES: 26 to 42. State bust, waist and hip measure and we will send correct size. Price. . . . **\$7.45**
Pos. 5¢ ex.



Flesh-
Pink

17 L 83
\$4.95



Flesh-
Pink

17 L 04
\$7.45

Send us your correct measurements; your bust, waist and hips as taken over your dress. Then we can send you a corset sure to fit.

Special Style Designed for Every Type

Girdle Corset

17 L 93—Flesh-pink topless Girdle Corset for stout women. For rest wear, sports or dancing. Extra-long, full 16 inches. Made of Elastic Webbing, with front of durable Brocade. Rust-proof Duplex boning. 9½-inch front clasp, three hooks below. Four garters.

This style girdle has taken the place of the heavy corset with women who enjoy the feeling of freedom and suppleness of body that adds grace and charm to every movement. You will enjoy every moment you wear it. Order one to-day.

State bust, waist and hip measure and we will send you your correct size corset.

SIZES: 24 to 43. Our very low price..... **\$4.95**
Post. 5¢ extra.

Very Low Bust

17 L 06—Unusually fine Corset of Flesh-pink Broche. Extremely low bust with elastic top in front, as pictured.

Medium high back. Comfort-giving elastic inserts over abdomen. 8½-inch front clasps, two hooks below. Four garters. Rust-proof Duplex boning. This is a splendid value corset at so low a price.

We are sure it will give you satisfactory service and be very, very comfortable.

SIZES: 24 to 36. State bust, waist and hip measure and we will send correct size. Our price..... **\$3.95**
Post. 5¢ extra.

Abdo-Support

17 L 70—Corset of fine quality White Coutil. Medium bust, 4 inches above waistline. High back. The inside elastic abdominal band gives support and reduces the abdomen.

Elastic insert each side of back. Rust-proof boning, 10½-inch graduated front clasp, hook below. Double garter attachment holds corset in place. Six hose supporters.

SIZES: 24 to 36. State bust, waist and hip measure; we will send correct size. Our low price.... **\$2.95**
Post. 5¢ extra.

Thi-Abdo-Reducing Corset

17 L 05—Thi- and Abdomen-reducing Corset of strong White Coutil. Non-stretch straps adjust the scientifically shaped front in firm position, and an elastic-fitted band hooks over the abdomen for proper support, reducing the size from 3 to 5 inches.

Low bust, 2 inches above waistline, with comfort-giving surgical elastic across front at top. Graduated 10½-inch front clasp. Rust-proof Duplex boning. Hook below. Four garters.

SIZES: 26 to 42. State bust, waist and hip measure; we will send correct size. Our price..... **\$4.75**
Post. 5¢ extra.

Have your measurements taken over your dress, or over your waist and skirt, with your corset on. Take waist measure rather tight. Be sure that you send us all of these measurements.

17 L 06
\$3.95

Flesh-Pink

Back-Supporting
Hip-Reducing
Corselette

Flesh-Pink

17 L 10
\$3.45

Comfort Supporting and Reducing Corselette

17 L 10—Comfort-giving, back-supporting and hip-reducing Corselette for stout women. Made of good quality Flesh-pink Broche.

Full-length elastic section at side-back is a wonderful supporting feature; confines hips and effectively reduces them. Boning at side and back gives ample support.

Tape shoulder straps. Lace-trimmed top. Closed at center back. Four garters. The panel over the abdomen held in place by two garters keeps the abdomen flat and firm, producing the desirable slender line.

Let us send you this corselette to-day. You have no idea the comfort you are missing without it.

SIZES: 38 to 56 bust. A bargain. Price. **\$3.45**
Post. 5¢ extra.

Thi-Reducing
Corset

17 L 05
\$4.75

17 L 70
\$2.95

Sizes Up to 42 Waist

Corset for Short Stout Women

17 L 16—Slenderizing Corset of Flesh-pink Coutil especially designed for the short stout woman. Elastic insert below at each thigh. Medium bust, 2½ inches above waistline; high back. Exceptionally well boned. Graduated 9-inch front clasp. Two hooks below. Six heavy garters.
SIZES: 26 to 42. State bust, waist and hip measure. A comfortable corset, properly proportioned for the short stout figure. Very good value. . . .
Postage 5¢ extra. **\$4.45**

ELASTO-DIAPHRAGM CORSET

17 L 07—Elasto-Diaphragm Corset of Flesh-pink Coutil; full-length elastic section at side-front and center-back. Specially designed to reduce diaphragm and give comfortable support. The elastic reducing band is attached inside upper part of corset. Medium high back; medium long hip. Rust-proof Duplex boning. Front clasp 7½ inches, five hooks below. Four hose supporters. Do not let a day go by without attempting to reduce your diaphragm, if you feel it necessary and it is necessary if you are not in proportion. SIZES: 26 to 43. State bust, waist and hip measure and we will send correct size. . . .
Post. 5¢ ex. **\$4.95**

TOPLESS DIAPHRAGM SUPPORT CORSET

Heavy Silk Brocade

17 L 15—Topless, Diaphragm Support Corset specially designed for stout women. Elastic inner section reduces diaphragm, keeps flesh from protruding above corset, prevents steels cutting flesh. Made of Flesh-pink Silk Brocade of a very superior quality. Long hip with comfort-giving elastic insert. Bust 2 inches above waistline. Front clasp 9 inches, 2 hooks, 6 garters. Cut comfortably high in back for the necessary additional support. SIZES: 26 to 42. State bust, waist and hip measure. This is an extra long corset that will give you flatteringly becoming straight lines and do wonders in reducing any superfluous flesh. Price Postage 5¢ extra. **\$4.95**

FOR SHORT STOUT WOMEN

17 L 16
\$4.45

Flesh Pink

Flesh Pink

17 L 07
\$4.95

Abdominal-Reducing Corset

17 L 03
\$3.95

Flesh Pink Silk Brocade

Extra Long Thigh-and-Hip Reducing Corset

17 L 02
\$7.95

Our Finest Corset

17 L 02—Thigh-and-Hip-reducing model of exquisite Flesh-pink Silk Brocade. Extra-long, designed with deep elastic insert each side which reduces hip several inches without discomfort. Elastic lacing below 9-inch front clasp affords greater comfort when sitting. Bust 2 inches above waistline; high back. Best black boning. 6 silk garters. Guaranteed to reduce your hips wonderfully. SIZES: 26 to 42. State bust, waist and hip measure. Our price. . . .
Post. 5¢ extra. **\$7.95**

Abdo-Reducing

17 L 03—For stout women—Corset with wide elastic abdominal band which comfortably holds and restrains abdomen, reducing it several inches. Good quality White Coutil. Bust 2½ inches above waistline; long hip. Graduated 9-inch front clasp, two hooks below. Rust-proof Duplex boning. Four garters. SIZES: 26 to 42. State bust, waist and hip measure. Good value. Special price Post. 5¢ ex. **\$3.95**

Light Weight Corset of Brocade

17 L 23—Light weight Corset of Flesh-pink Brocade, designed on slenderizing lines so desirable for stout women. This model gives a very youthful appearance to the figure and is delightfully comfortable. You will find this corset to be a very practical and useful model, and a bargain, too. Comfort-giving elastic inserts at the top. Four hose supporters. Plush lining under hooks in front. **SIZES: 24 to 36. State bust, hip and waist measure, and we will send your correct size. Our low price, Postage 5¢ extra. \$2.65**

LOW BUST HIGH BACK

17 L 84—Bargain in a "Comfort" Corset for medium stout women.

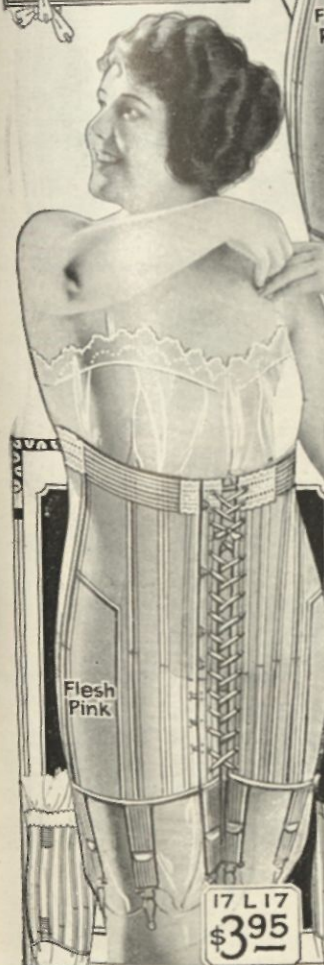
It has a low bust and high back. The bust is 2 inches above the waistline. Elastic top in front. High supporting back.

This model has proven by its popularity that it gives the lines, comfort, and service that the stout woman requires.

Elastic inserts at bottom assure the maximum of comfort for you.

Made of fine quality Flesh-pink Coutil with Duplex rust-proof boning. Graduated 9-inch front clasp, three hooks below. Four hose supporters, as pictured.

SIZES: 24 to 42 State bust, waist and hip measure and we will send correct size. Our low price, Post. 5¢ ex. \$3.95



Flesh Pink



Flesh Pink Brocade

17 L 23 \$2.65



Flesh Pink

17 L 09 \$4.65

Diaphragm-Reducing Corset

FOR SHORT STOUT WOMEN

Of Good Quality Coutil

17 L 17—Short Stout Women will be very much satisfied with this Corset of Flesh-pink Coutil, designed to give a slender silhouette. It will wear well.

A front lacing model with high back. Wide elastic band across the top and bottom in back. Lightly boned tongue under the laces. Duplex boning front and back. Bust 3½ inches above waistline. Six hose supports, rust-proof stays. 10½-inch front steel.

SIZES: 26 to 42. State bust, waist and hip measure.

This is a very unusual value in a strong, well-boned corset. You ought to order one to-day if you are short and stout. Price

Post. 5¢ ex. \$3.95

17 L 17 \$3.95



Flesh Pink

17 L 69 \$1.98

Topless Elastic-Side Sport Girdle

Diaphragm Reducing

17 L 09—Comfortable low-bust Corset for stout women, with lace trimmed top.

Designed with elastic inner section that reduces diaphragm, keeps flesh from protruding above corset, and prevents steel cutting into flesh.

Made of Flesh-pink Coutil. Long hip with comfort-giving elastic insert. Bust 2 inches above waistline. Front clasp 9 inches, two hooks. Four hose supporters, as pictured.

SIZES: 26 to 42. State bust, waist and hip measure and we will send your correct size. Very good value. Price, Postage 5¢ extra. \$4.65

Sport Girdle

17 L 69—For \$1.98 you can buy this Topless Elastic-Side Sport Girdle; you really ought to order two, one for morning use and an extra one to wear when you want to look specially trim.

Flesh-pink Coutil with wide elastic sections at sides. Front lacing. This is an exceptional value in a light weight corset and one that you will find most comfortable at all times.

SIZES: 24 to 36. State bust, waist and hip measures. A bargain. Our low price, Postage 5¢ extra. \$1.98

Corsets Designed to Reduce the Abdomen

Abdo-Band
to be Attached
to Corset

Attached by us
if bought with
Corset

17 L 89
\$1.95

17 L 86
\$1.45

Flesh-Pink
Topless
Elastic
Girdle

17 L 97
\$3.95

Abdominal Supporter

Abdominal Supporter for Stout Women

17 L 97—Abdominal Supporter that may be worn with or without a corset. Front of durable Tan Elastic Webbing and back of White Coutil. Firm boning, leather protected tips. Back lacing with under-flap to protect flesh. Desirable for home use, or after an operation, in place of corset.

SIZES: 30 to 56 inches. About 9 inches wide. In ordering, measure around largest part of abdomen. **\$3.95**

Postage 4¢ extra.

Flesh-Pink Topless Girdle Corset

17 L 86—Ideal for comfort. As a rest corset or for sports or dancing, choose this Topless Girdle of Flesh-pink Elastic Webbing alternating with sections of strong Coutil.

Flexible yet restraining; lightly and comfortably boned. Front clasp, 8 inches long with hook below. Four hose supporters. No lacing. You must try this girdle to realize its comfortable support. Length 12 inches.

SIZES: 24 to 36. State bust, waist and hip measure and we will send correct size. Our low price..... **\$1.45**

Postage 5¢ extra.

Abdo-Band—to be Sewed Inside of Corset

17 L 89—Lane Bryant scientific Abdo-Band made of special Elastic Webbing. To be sewed to inside of your corset. Gives healthful support to the abdomen and actually reduces the size. Band can be attached to any Lane Bryant corset.

Attached by us without extra charge for labor if you include price of Abdo-Band when ordering any Lane Bryant corset. COLORS: Flesh-pink or white. Price..... **\$1.95**

Postage 2¢ extra.

Diaphragm Reducer—to be Worn Over Corset

17 L 90—This Diaphragm Reducer is indispensable to stout women. To be worn over your corset; will reduce diaphragm from 2 to 4 inches. Made of strong Elastic Webbing and Tape. Rust-proof hooks and eyes. Easily laundered.

COLORS: White or flesh-pink. SIZES: 30 to 44 waist. Price (corset not included)..... **\$1.95**

Postage 2¢ extra.

Abdominal Supporter—Adjustable Belt

17 L 13—Abdominal Supporter of White Linen Mesh. Strongly boned. Tape and elastic form adjustable belt crossing in back, as shown in small view.

SIZES: 36 to 56 inches. About 10 inches wide. In ordering, measure around largest part of abdomen. We guarantee your satisfaction. Price..... **\$2.95**

Postage 4¢ extra.

Diaphragm Reducer
to be Worn Over
Corset

17 L 90
\$1.95

Abdominal
Supporter

17 L 13
\$2.95

Corselettes and Corset Covers

Sizes
up to 56
Bust

17 L 98
98¢



Hooks at Side
Can Be Worn
with or Without
Corset

Bust
Supporting
Comfort
Brassiere

FLESH
PINK

ELASTIC
SIDES

17 L 18
\$2.65

Elastic Sides

17 L 18—Corselette of
Flesh-pink Broche with
lacings in back and
fastenings in front.

Elastic inserts at
each side and all
around the waistline.
Six hose supporters.
Wide extension over
abdomen and back of
hips as pictured.

The corselette is en-
joying a tremendous
popularity with women
of fashion. If you've
never worn one, order
one to-day. You will
find it comfortable and
well supporting.

SIZES: 38 to 56 bust.
Price.... \$2.65
Po. 4¢ ex.

FLESH
PINK

FLESH
PINK

17 L 11
\$2.95

FOUR IN ONE Corselette

Four-in-One

17 L 11—Four-in-One
Corselette, of Flesh-pink
Broche. The new com-
bination which is (1) a
corset, (2) a brassiere,
(3) a bust supporter and
(4) a hip confiner, all
combined in one.

Front extends down
over abdomen and termi-
nates in two garters
which hold it firmly in
place, supporting bust
and diaphragm.

Elastic insert each side
below waistline. Back
extensions with garters
restrain hips. Two bones
in back. Hooks at side.

SIZES: 38 to 56 bust.
Price..... \$2.95
Post. 4¢ ex.

FLESH
PINK

Free-Hip
Corselette

17 L 19
\$1.65

Coutil

17 L 19—Corselette of
Flesh-pink Coutil with
lace edged top. Fastens
in back. Panel extends
over abdomen and there
are extensions over hip
in back. Four supporters.
Wide band of elastic
at the waist to the hip
line, to give absolute
freedom to hips.

SIZES: 38 to 56 bust.
Our price... \$1.65
Po. 4¢ ex.

FLESH
PINK



19 L 20
\$1.98

RADIUM SILK

19 L 20—Camisole of Flesh-
pink Radium Silk. Lace
insertion and hemstitching.
Ribbon straps. Elastic
waistband. SIZES: 38 to
56 bust. Price
Post. 2¢ ex. \$1.98

14 L 101
75¢

14 L 101—White Nainsook
Corset Cover. Trimmed in
front with Val lace in-
sertion and embroidery.
SIZES: 38 to 56 bust.
Our low price.... 75¢
Postage 2¢ extra.

NAVY OR BLACK
WASHABLE SATIN

Very Practical

19 L 21—One of our
finest Camisoles.
Made of beautiful
Washable Satin.

Hemstitched in
front, around neck
and armhole edges.
Invisible front clos-
ing. Elastic waist-
band. Satin ribbon
drawstring.

You will find this
one a most service-
able garment.

COLORS: Navy
blue or black. SIZES:
38 to 56 bust measure.
Post. \$2.35
2¢ ex.

19 L 21
\$2.35



14 L 100
49¢

14 L 100—Corset Cover of
durable White Muslin. Em-
brodery trimmed. Ribbon-
run top. SIZES: 36 to 56
bust. You should not miss
this bargain. Price,
Postage 2¢ extra. 49¢

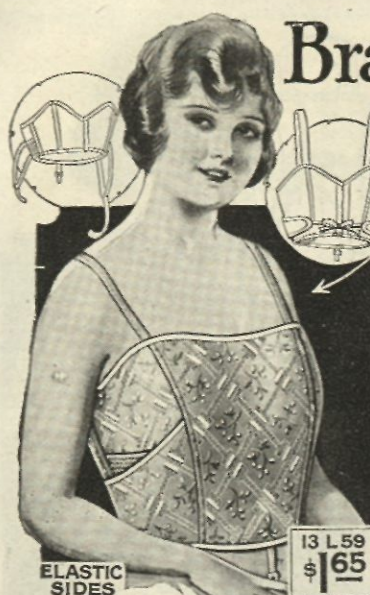
FLESH
PINK

19 L 22
\$1.98

ALL-SILK
CREPE DE CHINE

19 L 22—Camisole of Flesh-
pink All-Silk Crepe de Chine
with Val lace and insets of
embroidered organdie.
SIZES: 38 to 56 bust.
Our low price... \$1.98
Post. 2¢ extra.

Brassieres of Quality



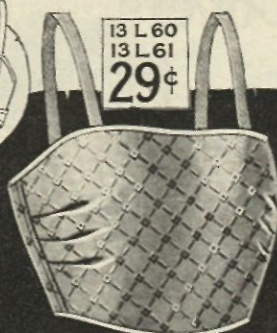
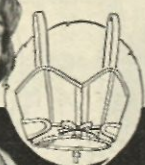
ELASTIC SIDES

13 L 59
\$1.65

Tie-Back Model

13 L 59—Brassiere of fine Flesh-Pink Brocade, especially desirable for women with extra large bust. Extra sections from front panel tie in back for firm support. Elastic inserts at sides, tape shoulder straps. Slightly boned in back. SIZES: 38 to 56 bust. Closes in back. Price.....

Postage 2¢ extra. **\$1.65**



13 L 60
13 L 61
29¢

Flesh-Pink Broche

Bandeau Brassiere of Flesh-Pink Broche with pink tape shoulder straps.

13 L 60—Invisible closing in back. SIZES: 38 to 52 bust. 29¢

13 L 61—Fastens in front with invisible closing. SIZES: 38 to 52 bust. 29¢

Our price... **29¢**
Postage 2¢ extra.



13 L 11
\$1.29

LINEN

White Linen

13 L 11—Brassiere of good quality White All-Linen that will launder perfectly. Venice lace trimming. Closes in front. SIZES: 38 to 56 bust. Price.....

Post. 2¢ ex. **\$1.29**

13 L 62
\$1.19

ELASTIC SIDES

On Youthful Lines

13 L 62—Bust-reducing Brassiere of unusual quality and fine appearance. Made of Flesh-Pink Silk-figured Cambric. Tape shoulder straps. Top is trimmed with fancy braid. Elastic inserts at each side. Closes in back. SIZES: 38 to 52 bust. A bargain at our very low price....

Postage 2¢ extra. **\$1.19**

FLESH-PINK NAVY OR BLACK SATIN

13 L 52
\$1.95

Very Low Priced

13 L 6—Swiss eyelet embroidery trims front and back of this durable White Cambric Brassiere. Braid trimmed shoulder straps and armholes. Reinforced under arms.

SIZES: 38 to 52 bust. A bargain of exceptional merit at our low price....

Post. 2¢ extra. **55¢**



13 L 6
55¢

All-Lace

13 L 1—Only 98¢ for this All-Lace Brassiere in Cluny pattern, front and back alike. Splendid model. It is a bargain stout women cannot afford to miss. Invisible front closing. White only.

SIZES: 38 to 56 bust. Price

Post. 2¢ ex. **98¢**



13 L 1
98¢

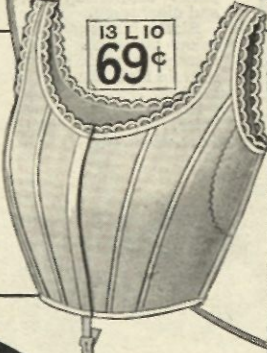
Firm and Strong

13 L 10—Bust-confining Brassiere of fine quality linen-finished White Cambric.

Very firm and strong. Women of stout figure will find this brassiere unusually satisfactory. Reinforced under arms. Closes in front.

SIZES: 38 to 56 bust. Our low price....

Postage 2¢ extra. **69¢**



13 L 10
69¢

Heavy Satin

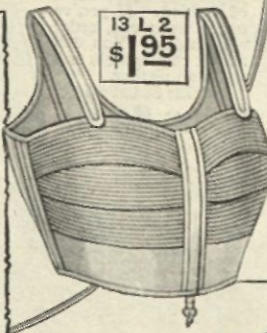
13 L 52—Camisole-Brassiere of extra heavy Satin, our finest model. Very strong, and very carefully fitted with darts. Invisible side closing. Made with hem-stitched bodice top and self-material shoulder straps.

Its neat design and fine material make it suitable for wear with your finest frock.

COLORS: Navy blue, black or flesh-pink.

SIZES: 38 to 56 bust. One of the finest brassieres the stout woman could select. Takes the place of a camisole under the thin waist. Our special price....

Post. 2¢ extra. **\$1.95**



13 L 2
\$1.95

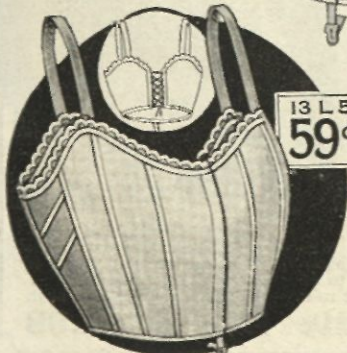
Bust-Reducing

13 L 2—Bust-supporting, bust-reducing Brassiere. Specially designed for you of Stout Figure.

Made of fine quality White Cambric with strong elastic webbing in front which supports and reduces the bust. Opens in front.

SIZES: 38 to 52 bust. Our price....

Post. 2¢ ex. **\$1.95**



13 L 5
59¢

White Cambric

13 L 5—Splendid, strong Brassiere of durable White Cambric. Braid trimmed top. Boning at back and sides. Tape shoulder straps. Lacing in back for comfortable adjustment, as pictured in small view. Front closing. Very unusual value.

SIZES: 38 to 54 bust. Our special price.....

Postage 2¢ extra. **59¢**

Bandeau Reducer

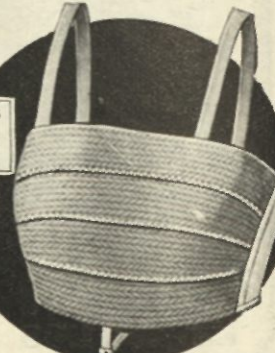
13 L 63—Bust-Reducing Brassiere in the popular bandeau style. Front consists of rows of Elastic Webbing, back of strong Coutil. Flesh-pink. Boned in back. Tape shoulder straps. Back closing. Very effective bust reducer.

SIZES: 38 to 52 bust. Our very low price.....

Postage 2¢ extra. **98¢**

13 L 63
98¢

FLESH PINK



Flesh-Pink Silk Underwear Sizes Up to 56 Bust

FLESH-PINK
NAVY OR BLACK
GLOVE SILK

19 L 64
\$3.95

RADIUM
SILK

GLOVE
SILK

19 L 56
\$2.95

19 L 16
\$3.95
UP

GLOVE
SILK

19 L 6
\$5.95

GLOVE
SILK

19 L 62
\$5.95

ALL-SILK
CREPE
DE CHINE

19 L 18
\$5.95

RADIUM
SILK

19 L 19
\$3.95

Glove Silk Bloomer Chemise

19 L 6—Bloomer Chemise of fine quality Flesh-pink Glove Silk. Durably reinforced. Open style. Silk braid-bound edge. SIZES: 38 to 56 bust. Price... \$5.95
Postage 3¢ extra.

Radium Silk Bloomers

Flesh-pink Radium Silk Bloomers. Hemstitched ruffles with dainty silk rosebuds, as pictured. Length 29 inches. 19 L 16—56-in. hip. Price... \$3.95
Postage 3¢ extra. 19 L 17—68-in. hip. Price... \$4.95
Postage 3¢ extra.

Crepe de Chine Gown

19 L 12—Lovely Nightgown of Flesh-pink All-Silk Crepe de Chine. Yoke trimmed with wide ecru lace insertion. Silk shoulder straps; lace edged. Ribbon bows. SIZES: 39 to 56 bust. Price... \$5.95
Postage 4¢ extra.

Radium Silk Chemise

19 L 19—Dainty Bodice top Envelope Chemise of Flesh-pink Radium Silk. Hemstitched top, bottom and straps. Ribbon and silk rosebuds on front. Matches bloomers No. 19 L 16 and No. 19 L 17. SIZES: 38 to 56 bust. Price... \$3.95
Postage 3¢ extra.

Glove Silk Envelope Chemise

19 L 52—Extra-size Envelope Chemise of Flesh-pink Glove Silk. Tailor-finished top and lower edge; ribbon bound. SIZES: 38 to 56 bust.... \$3.95
Postage 3¢ extra.

Extra-Size Glove Silk Vest

19 L 56—Good quality Flesh-pink Glove Silk Vest; tailor-finished top; reinforced under arm. Non-slip shoulder straps. SIZES: 38 to 56 bust.... \$2.95
Postage 3¢ extra.

Embroidered Union Suit

19 L 62—Flesh-pink Glove Silk Union Suit. Very fine quality, beautifully embroidered in self color. Tailored top with ribbon at neck. Wide knee, as pictured. SIZES: 38 to 56 bust.... \$5.95
Postage 3¢ extra.

Bloomers—Navy, Black or Pink

Extra-size Bloomers of Glove Silk. Length 29 ins. Flesh-pink, navy, black. 19 L 64—50-in. hip. Price... \$3.95
Postage 3¢ extra. 19 L 65—60-in. hip. Price... \$3.95
Postage 3¢ extra.

Cut Full and Roomy



FLESH
PINK
HAND-EMB.

LANE BRYANT Nightgowns for stout women are not merely large sizes; instead they are specially proportioned to fit the stout figure correctly and comfortably. *Sizes up to 56 bust.*

Extra bust fulness, large armholes, extra length and ample fulness through hips, are special features that insure absolute comfort.

And remember, Lane Bryant values mean unusual quality—the same fine quality of nightgowns that are carried in the Lane Bryant shops in New York, Brooklyn, Chicago, and Detroit. Good fabrics, durable trimmings, and reliable workmanship. They mean a saving to every stout woman.

Fine and Dainty

14 L 104—Hand embroidery in pastel colors and French knot design, together with light blue stitching, distinguishes this unusually pretty Nightgown of Flesh-pink Nainsook. *SIZES: 39 to 56 bust. Special price....*
Post. 4¢ extra. **\$1.65**

Lace Trimmed

14 L 166—One of our daintiest Nightgowns, of lovely design and a quality that will give long service and lasting satisfaction.

Made of very fine, soft, White Nainsook, handsomely trimmed with lace, combined with insets of embroidery. Dainty shirring trim front and satin ribbon is run through neck. Ribbon bow in front, as pictured.

SIZES: 39 to 56 bust. Cut full and roomy. Price....
Postage 4¢ extra. **\$1.65**

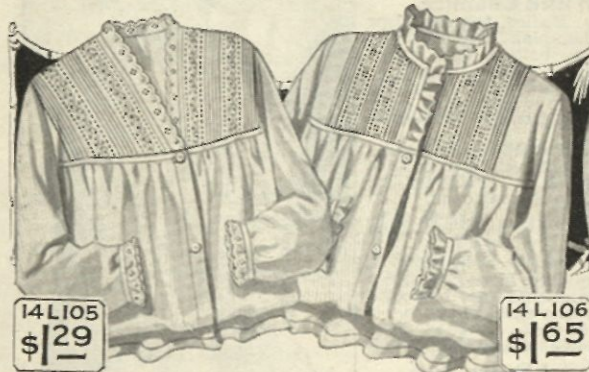
Embroidery Trimmed

14 L 103—You will be delighted with this dainty Nightgown of good quality White Nainsook, trimmed with fine embroidery.

The embroidery has a firm scalloped edge which will wear and launder splendidly.

Round neck and short sleeves. Satin ribbon is run through neck. Cut amply full for the stout woman. You will be very much satisfied with this selection.

SIZES: 39 to 56 bust.
Postage 4¢ extra. **98¢**



Long-Sleeve Model

14 L 105—Long-sleeve Nightgown of good quality White Nainsook, with front yoke composed of alternate rows of pin tucking and fine embroidery insertion as pictured.

Embroidery trims neck and sleeves. A full, roomy gown, with strong double back yoke.

SIZES: 39 to 56 bust. There is lasting satisfaction in this nainsook gown. Price....
Postage 4¢ extra. **\$1.29**

High-Neck Model

14 L 106—High-neck and long-sleeve Nightgown of durable White Nainsook.

Ruffles of the material finish neck and sleeves. Cluster tucks and embroidery trim the front yoke, and the back yoke is made double for added strength. Buttoned in front. Extra wide, extra long.

SIZES: 39 to 56 bust. Splendid value. Price....
Postage 4¢ extra. **\$1.65**



HAND-MADE
HAND-EMB. SET

Philippine Underwear

Hand-Made Chemise and Nightgown to Match

14 L 107—Hand-made Philippine Envelope Chemise of fine White Lingerie Nainsook. Hand-embroidered in solid and eyelet stitch.

All edges buttonhole scalloped by hand. Matches nightgown No. 14 L 108. Satin ribbon at neck.

SIZES: 39 to 56 bust. A bargain at our low price....
Postage 4¢ extra. **\$3.95**

14 L 108—Very dainty Philippine Nightgown of fine White Lingerie Nainsook, entirely hand-made.

Solid and eyelet stitch, hand-embroidery in front; neck and sleeve edges scalloped. Run with satin ribbon. Matches chemise No. 14 L 107.

SIZES: 39 to 56 bust. Good value. Our low price....
Postage 4¢ extra. **\$3.95**

58 BARGAINS ARE HERE in styles for Stout Women, but low prices cannot affect OUR USUAL HIGH QUALITY

Sizes Up to 56 Bust



14 L 102
89¢

Exceptional Value

14 L 102—A big bargain indeed. You will be surprised at the good quality and style of this dainty White Nainsook Gown at our low price.

A fine quality material which will wear well and launder perfectly. Fancy braid and stitching outline the neck and sleeves. The shirrings across front contribute becoming fullness. Your satisfaction is guaranteed in a Lane Bryant Gown. SIZES: 39 to 56 bust. Extra wide and extra long. Our price... **89¢**
Postage 4¢ extra.

FLANNELETTE

14 L 109
\$1.29

Striped or All-White

14 L 109—Nightgown made of excellent quality Flannelette with double front yoke and long sleeves.

COLORS: Assorted stripes on white ground, or all-white. SIZES: 39 to 56 bust. Cut extra full and extra long. Price.... **\$1.29**
Postage 4¢ extra.

HAND-EMB. FLANNELETTE

14 L 110
\$1.98

FLANNELETTE

14 L 111
\$1.79



FLANNELETTE

Striped Flannelette Nightwear

14 L 112—One-piece Pajama of fine quality Flannelette. White, with assorted stripes.

Attractive yoke finished with braid. Two braid frogs in front. Elastic at ankles. Open front and open seat.

Cut extra full. Will not bind at crotch. SIZES: 39 to 56 bust. The good quality of the material alone makes these Pajamas an exceptional value. Our price... **\$2.45**
Po. 4¢ ex.

14 L 113—Attractive Flannelette Nightgown, a splendid, warm garment and a very big bargain. Round neck and long sleeves.

Colored fancy braid trims yoke and silk scalloping outlines the neck. The gathers in front add the fullness desirable for the stout figure. White ground with assorted stripes. SIZES: 39 to 56 bust. Extra long and extra full. Price.... **\$1.49**
Po. 4¢ ex.

14 L 113
\$1.49

Silk Soutache Trimmed

14 L 110—This Slip-over White Flannelette Nightgown is a splendid, warm garment and a bargain at our price.

Colored Silk Soutache Braid trims neck and sleeves very attractively combined with silk hand-embroidered dots. The shirrings in front add the fullness desirable for the stout figure.

SIZES: 39 to 56 bust. Extra long and extra full. You will find great comfort on cold nights in this warm and fleecy gown. We guarantee your satisfaction. Our low price.... **\$1.98**
Postage 4¢ extra.

High-Neck

14 L 111—There is true winter comfort and good value in this warm, fleecy Nightgown of Striped Flannelette.

The double yoke, front and back, insures lasting satisfaction and service.

Colored wash-braid forms a pretty finish for the collar and yoke which are double. The gown buttons down the front and is cut with ample fullness for stout women. Launderers well.

White, with assorted stripes. SIZES: 39 to 56 bust. Special value. Price.... **\$1.79**
Postage 4¢ extra.

\$2.59

HEAVYWEIGHT KNITTED NIGHTGOWN MOTTLED GRAY

11 L 8—For the woman who lives in a very cold climate, or who sleeps out of doors, this is the ideal Nightgown, of Heavyweight Knitted Cotton, lightly fleeced. The color is Mottled Gray. Roomily cut.

Its fine elastic knit weave and good quality yarn make it a gown of great warmth and comfort.

Made in "bachelor" style with high neck, long sleeves and one pocket, as pictured. Slips on over head.

SIZES: 38 to 52 bust. Price.... **\$2.59**
Post. 4¢ ex.





14 L 114
89¢

FLESH
PINK
14 L 115
98¢

FLESH
PINK
HAND-EMB.
14 L 116
\$1.65

14 L 117
\$1.65

What One Stout Woman Says

"I am truly proud of the garments just received from you and was never better satisfied with an order."

"You surely understand the business you have undertaken in making garments for stout women as they are made well and durable."

"I must say I am well satisfied with all I have ordered from you."

Mrs. John W. Troxel,
Moravia, Iowa

We never print a letter without the writer's permission.

Very Low Priced

14 L 114—Envelope Chemise of durable White Nainsook at a low price.

Trimmed with neat embroidery edge at neck and armholes. Fancy stitching at lower edge. Ribbon drawstring. Cut full and roomy. This is a very fine value and a big bargain.

Will wear well and launder perfectly. SIZES: 36 to 56 bust. You really ought to order several. Price

Postage 3¢ extra. **89¢**

A Big Bargain

14 L 115—One of our daintiest Envelope Chemise. Bodice top style of soft Flesh-pink Nainsook.

Daintily hemstitched in orchid with clusters of stitched shirrings in front.

Hemstitching at top and bottom, on the strap and in a design in front. Ribbon drawstring.

SIZES: 36 to 56 bust. A bargain that you will want to profit by. Price...

Postage 3¢ extra. **98¢**

Pastel Embroidery

14 L 116—A Hand-embroidered French knot design in pastel shades, ornaments the front of this Envelope Chemise of durable quality Flesh-pink Nainsook.

Blue hemstitching and shirrings. Two rows at neck, and single row at all other edges; ribbon drawstring at neck. An exceptionally dainty, well made garment.

SIZES: 36 to 56 bust. Our low price.....
Post. 3¢ extra. **\$1.65**

Val Lace Trimmed

14 L 117—Envelope Chemise of White Nainsook cut full and roomy for stout women.

Fine Val lace combined with inserts of embroidery trims front. Lace edging. Ribbon ornament and drawstring. For a dainty dressy Chemise, you will find this an exceptional bargain.

SIZES: 36 to 56 bust. Send in your order to-day for this fine value. A bargain at our low price.

Postage 3¢ ex. **\$1.65**



4-Piece Matching Set of Orchid Dimity

Bloomers

Extra-size Bloomers of Orchid Dimity. Elastic at waist and knees. Lace edged ruffle. Reinforced crotch. Length 29 inches.

14 L 118—48-inch hip meas... **\$1.29**

14 L 119—56-inch hip meas... **\$1.39**

14 L 120—68-inch hip meas... **\$1.49**

Postage 3¢ extra on each.

Matching Vest

14 L 121—Vest of Orchid Dimity to match the set on this page.

Made in bodice style with lace insertion edging and inserts. Ribbon run neck. Satin ribbon shoulder straps. The very latest in underwear.

SIZES: 38 to 56 bust. Our low price for this vest.....

Postage 3¢ extra. **\$1.75**

Nightgown

14 L 122—Nightgown of Orchid Dimity with yoke to match top of the Vest. Differs only in its shoulder straps which are of self material edged with Val lace. Orchid satin ribbon at neck.

SIZES: 38 to 56 bust. Our low price for this gown.....

Postage 3¢ extra. **\$1.95**

Chemise

14 L 123—Dainty extra-size Envelope Chemise of the same Orchid Dimity, with bodice top to match the Vest and Gown. Satin ribbon shoulder straps. This is the newest material for underwear.

SIZES: 38 to 56 bust. Our low price for this chemise.....

Postage 3¢ extra. **\$1.85**

60 FOR BEAUTIFUL MATERIALS, excellent workmanship and lowest possible prices, ORDER FROM THIS BOOK

Sizes
Up to
58 Bust



14 L 124
89¢
UP

WINDSOR CREPE

Fine roomy Bloomers of Windsor Crepe. Require no ironing. Elastic waist and knee bands. Reinforced crotch.

COLORS: White or flesh pink.

LENGTH: About 29 inches.

14 L 124—56-inch hip measure. Our low price, **89¢**

14 L 125—68-inch hip measure. Our low price, **98¢**

Postage 2¢ extra on each.



14 L 126
89¢
UP

FLANNELETTE

Flannelette Bloomers, with stitched ruffles. Elastic waist and knee bands. White with assorted stripes. Roomily cut for comfort to stout women.

LENGTH: About 29 inches.

14 L 126—56-inch hip measure. Our low price, **89¢**

14 L 127—68-inch hip measure. Our low price, **98¢**

Postage 2¢ ex. on each.



14 L 128
89¢
UP

BLACK SATEEN

Durable Black Sateen Bloomers. Full and roomy, for stout women. Elastic at waist and knee. Reinforced crotch.

LENGTH: About 29 inches.

14 L 128—56-inch hip measure. Price... **89¢**

14 L 129—68-inch hip measure. Price... **98¢**

Postage 2¢ extra on each.



14 L 130
\$1.29

14 L 131
\$1.45

14 L 132
\$1.98

Special Price

14 L 130—A bargain in Lane Bryant Athletic Union Suit of serviceable White Nainsook.

Extra full and roomy. Comfortable knitted insert across back which "gives" with every motion of the body. Open seat.

SIZES: 38 to 58 bust. Special value for stout women. We know you will be very much satisfied with this garment. It is a real bargain. Price... **\$1.29**

Postage 4¢ extra.

For Real Comfort

14 L 131—New Athletic Union Suit, designed for stout women.

Made of Checked White Nainsook with knitted insert across back which "gives" with every motion. Extra full. Wide lapped open seat, wide knee.

Stout women find Lane Bryant undergarments cut full and roomily for extra comfort.

SIZES: 38 to 58 bust. Our low price... **\$1.45**

Postage 4¢ extra.

Flesh-Pink Marquisette

14 L 132—Athletic Union Suit of Flesh-pink, Checked Marquisette.

Non-slip shoulder straps. Drawstring top. Comfortable knitted band across back. Wide lapped seat, wide knee. Reinforced at crotch and under arms.

For comfortable wear or for the woman who indulges in sports this garment is ideally suited.

SIZES: 40 to 58 bust. Specially priced... **\$1.98**

Postage 4¢ extra.

NAINSOOK "STEP-IN" NEW AND POPULAR



14 L 133
98¢
UP

Dainty "Step-In" Drawers of fine White Nainsook. Wide legs, each trimmed with Val insertion, lace edging, an insert of embroidery and a ribbon bow. Elastic waistline. LENGTH: About 29 inches.

14 L 133—48-inch hip measure. Our price... **98¢**

14 L 134—56-inch hip measure. Price... **\$1.19**

14 L 135—68-inch hip measure. Price... **\$1.29**

Post. 4¢ ex. on ea.

New Bloomer Chemise

14 L 136—The very latest—Bloomer-Chemise of good quality White Nainsook.

One-piece design with chemise top, beautifully trimmed with Val lace and embroidered insertion. Ruffle finished bloomer with lace edge, elastic band. Open seat, buttoned front and back.

Stout women find this a very comfortable garment and it has met with great popularity everywhere.

SIZES: 38 to 56 bust. Our low price... **\$1.65**

Postage 4¢ extra.



14 L 136
\$1.65

BLOOMER
CHEMISE

LANE BRYANT—Specialist in Slenderizing Apparel for Stout Women—38th St. at FIFTH AVE., NEW YORK 61

Double Panel

Shadow-proof Petticoat of durable White Cambric. Full and roomy. Double panel in front and scalloped lower edge firmly embroidered. Drawstring top. LENGTHS: 34 to 40 inches (choice of three hip measures).

14 L 139 — 48-in. hip. **\$1.19**

14 L 140 — 56-in. hip. **\$1.39**

14 L 141 — 66-in. hip. **\$1.49**
Post. 4¢ ex. on each.

Ideal to wear under sheer dresses. Order one to-day.

Princess Slip

14 L 142—Very dainty Princess Slip of soft White Nainsook, trimmed with rows of lace insertion and embroidered insets across front and lower edge of skirt flounce. A muslin underlay protects flounce.

Lace trimmed neck and armholes. A slip-on style with ribbon drawstring at neck and waist.

No undergarment proves to be as great a comfort to wear as a princess slip, especially this season, when the one-piece straight-down dress is the vogue. And, too, it eliminates the bother of a separate corset cover and petticoat—with their extra strings around your waist.

SIZES: 36 to 56 bust; entire length about 50 inches. Our very low price.....

Postage 3¢ extra. **\$2.25**

14 L 137
\$ **65**
UP

14 L 139
\$ **19**
UP

SHADOW
PROOF

14 L 142
\$2.25

14 L 143
98¢
UP

Nainsook with Underlay
Extra-size Petticoat of White Nainsook. Flounce of durable embroidery. Muslin underlay. Drawstring top. LENGTHS: 34 to 40 inches.

14 L 137—56-inch hip... **\$1.65**
Postage 4¢ extra.

14 L 138—66-inch hip... **\$1.95**
Postage 4¢ extra.

Embroidered Flannelette

Petticoat of fine White Flannelette. Finished with an attractive embroidered flounce, as pictured. Drawstring top.

LENGTHS: 36 or 40 inches (in either of two hip measures). Cut extra wide.

14 L 143—56-inch hip measure... **98¢**
Postage 4¢ extra.

14 L 144—66-inch hip mens... **\$1.19**
Postage 4¢ extra.

14 L 145
69¢
UP
FLANNELETTE

14 L 147
\$ **39**
UP

14 L 149
79¢

Flannelette

Petticoat of Striped Flannelette; flounce of self material, scalloped and buttonhole-stitched. Drawstring top. Assorted stripes, white ground. LENGTHS: 36 or 40 inches.

14 L 145—56-in. hip... **69¢**
Postage 4¢ extra.

14 L 146—66-in. hip... **79¢**
Postage 4¢ extra.

Envelope Drawers

Envelope Drawers, of fine White Nainsook. Elastic at back of waist; buttons at sides; lace edging; buttoned crotch. LENGTH: About 29 inches.

14 L 147—40-inch waist measure... **\$1.39**

14 L 148—48-inch waist measure... **\$1.39**

Postage 2¢ extra on each.

Cambric Drawers

Drawers of White Cambric trimmed with pin tucks and ruffles of embroidery. Drawstring at waist. Open style. LENGTH: About 29 inches.

14 L 149—40-inch waist measure. Price **79¢**

14 L 150—48-inch waist measure. Price **79¢**

Postage 2¢ extra on each.

LANE BRYANT Petticoats designed for stout women are the only petticoats that fit stout women with comfort and correct lines. Cut in full roomy sizes. Come up to 66 inches hip measure; up to 40-inch lengths.

It is impossible in most stores to buy a petticoat that is cut full enough for even a slightly stout figure. The waist measure sometimes will fit, but there is rarely room enough for the hips.

That is why Lane Bryant Petticoats are so wonderful and such a boon to the stout woman. The waistline will fit and the hip sizes are cut proportionately wide, so whatever your size, they will fit you easily and comfortably.

And the material in each is the best of its kind, to say nothing of the fine workmanship displayed. Don't hesitate another minute. You need such petticoats. Order some of these to-day.



SATEEN

12 L 01
98¢
UP

Sateen Pantallettes

Ideal for stout women. Fine Sateen Pantallettes. Extra long from waist to crotch. Elastic waist and ankle bands. It serves as bloomer and petticoat and is a boon to the woman who wears as little as possible to preserve the slender silhouette.

COLORS: Black, navy blue or purple. **LENGTHS:** 34 to 40 inches. Provided in either of three hip measures

12 L 01—48 inches hip measure.	Price.....98¢
12 L 02—56 inches hip measure.	Price.....\$1.19
12 L 03—66 inches hip measure.	Price.....\$1.39

Postage 5¢ extra on each.

Roomily Cut Petticoats for Stout Women

**Sizes up to
66 Inches
Hip Measure**

All-Silk Jersey

Handsome All-Silk Jersey Petticoat. Distinctive flounce of self-color Jersey, finely pleated. Elastic waistband.

Fits smoothly and comfortably. Splendid for all-year-round wear.

COLORS: Navy blue, black, or green.

LENGTHS: 34 to 40 inches. Three hip measures as stated below.

12 L 04—48-in. hip meas. **\$4.29**

12 L 05—56-in. hip meas. **\$4.75**

12 L 06—66-in. hip meas. **\$5.45**

Postage 5¢ ex. on each.

Fine Value

Petticoat with service-giving All-Wool Jersey top and Sateen flounce. Elastic waistband.

The jersey top makes it a warmth-giving garment, while the sateen flounce adds a dressy finish. You will enjoy it immensely. *Black only.*

LENGTHS: 34 to 40 inches in your choice of these two hip measures.

12 L 07—56-in. hip meas. **\$4.95**

12 L 08—66-in. hip meas. **\$5.65**

Postage 5¢ ex. on each.



**ALL-WOOL
JERSEY TOP
SATEEN
FLOUNCE**

12 L 07
\$4.95
UP

12 L 09
\$2.65
UP

**SILK TAFFETA
FLOUNCE**



Silk Taffeta Flounce

A stylish Petticoat with All-Silk Taffeta flounce and Cotton Taffeta top. Elastic waistband.

COLORS: Black or navy blue; also green top with green-and-blue changeable flounce. **LENGTHS:** 34 to 40 ins.

12 L 09—48-inch hip meas. **\$2.65**

12 L 10—56-inch hip meas. **\$2.95**

12 L 11—66-inch hip meas. **\$3.25**

Postage 5¢ extra on each.

12 L 12
\$1.89
UP

HEATHERBLOOM



Real Heatherbloom

Genuine Heatherbloom Petticoat. Tucked flounce. Elastic waistband. A more serviceable and useful petticoat would be hard to find.

COLORS: Black, or navy blue. **LENGTHS:** 34 to 40 inches.

12 L 12—48-inch hip meas. **\$1.89**

12 L 13—56-inch hip meas. **\$2.19**

12 L 14—66-inch hip meas. **\$2.39**

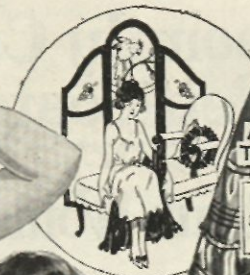
Postage 5¢ extra on each.

LANE BRYANT—Specialist in Slenderizing Apparel for Stout Women—38th St. at FIFTH AVE., NEW YORK



ALL-SILK
SATIN
SLIP

12 L 15
\$7.95



RADIUM
SILK
TAFFETA

12 L 16
\$6.95
UP



ALL-SILK
TAFFETA

12 L 21
\$4.25
UP



SATEEN

12 L 24
98¢
UP

Tucked Flounce

Petticoat of All-Silk Taffeta. Black, navy blue or green-and-ecru changeable. LENGTHS: 34 to 40 inches. Good value.

12 L 21—48-in. hip.....\$4.25
12 L 22—56-in. hip.....\$4.95
12 L 23—66-in. hip.....\$5.95

Postage 5¢ extra on each.

Durable Sateen

Sateen Petticoat. Elastic waistband. Ruffled and tucked flounce. Black or navy blue. LENGTHS: 34 to 40 inches.

12 L 24—48-in. hip measure 98¢
12 L 25—56-in. hip measure \$1.19
12 L 26—66-in. hip measure \$1.49

Postage 5¢ extra on each.



WOOL-AND-COTTON

12 L 27
\$1.98

Warm Knitted Model

12 L 27—Knitted short Petticoat of fine quality Wool-and-Cotton. Crocheted top with tape drawstring. Shell-stitched bottom.

This is the ideal petticoat for women to wear who live in a cold climate or for those who are sensitive to the winter weather.

Oxford gray, with contrasting color stripes. One Size: Length 31 inches; 56 inches hip measure. Our very low price.....

Postage 5¢ extra. \$1.98

A Princess Slip For the One-Piece Dress

12 L 15—Now that fashion has decided women are to wear for still another season the straight-line one-piece dress, the All-Silk Satin Slip has become an absolute necessity. Especially under sheer dresses, for it preserves that neat unbroken line at the waist, and is extremely slenderizing.

Made with panel front and back, accordion pleated insets at sides. Bodice top trimmed with a double fold of self-color georgette crepe, run with ribbon.

Self-material shoulder straps. Elastic waistband at sides. Closed invisibly at side-back.

COLORS: Navy blue or black. SIZES: 36 to 56 bust. Excellent value. Our price....

Postage 5¢ extra. \$7.95

Radium Silk Taffeta of Fine Quality

Very fine Radium Silk Taffeta is used to make this extremely fine Petticoat. And this material you know has won great favor this year for underwear.

Its wearing qualities are wonderful and we know it will give the greatest satisfaction.

The deep flounce is unusually attractive with its diamond-shaped tucking and pleated pointed frill. Elastic waistband. Specially designed, just for stout women.

COLORS: Navy blue, black or gold-and-Copenhagen blue-changeable. LENGTHS: 34 to 40 inches, in two hip measures.

12 L 16—56-in. hip.....\$6.95

Postage 5¢ extra.

12 L 17—66-in. hip.....\$7.75

Postage 5¢ extra.

LANE BRYANT Petticoats for Stout Women are extra wide across hips. Sizes up to 66 inches hip measure.

Silk Jersey Pantalettes

All-Silk Jersey Pantalettes, for stout women. Takes the place of both bloomers and petticoat.

Besides serving the purpose of both these garments, the pantalette is even more practical because wearing it eliminates the effect of bulkiness and surplus clothing at the hips.

Cut extra long from waist to crotch. Ankles are daintily trimmed with shirring and two ruffles of self material. Elastic waist and ankle bands. Reinforced crotch.

COLORS: Taupe, black or navy blue. LENGTHS: 34 to 40 inches. Three hip measures.

12 L 18—48-in. hip measure.....\$4.25

12 L 19—56-in. hip measure.....\$4.95

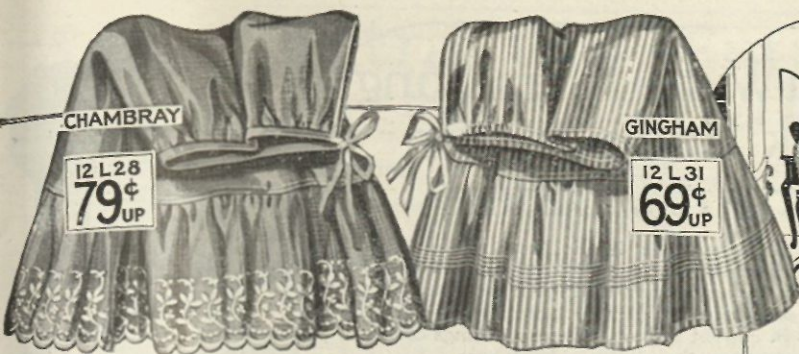
12 L 20—66-in. hip measure.....\$5.95

Postage 5¢ extra on each.



ALL-SILK
JERSEY

12 L 18
\$4.25
UP



CHAMBRAY

GINGHAM

12 L 28
79¢
UP

12 L 31
69¢
UP

Tub Petticoat

A Big Bargain

Blue Chambray Petticoat, with flounce embroidered in white. Drawstring top. LENGTHS: 34 to 40 inches. Good value.
12 L 28—48-inch hip measure... 79¢
12 L 29—56-inch hip measure... 89¢
12 L 30—66-inch hip measure... 98¢
Postage 4¢ extra on each.

Blue-and-white Striped Gingham Petticoat with drawstring top and deep tuck flounce, as pictured. A very worth-while bargain. LENGTHS: 34 to 40 inches.
12 L 31—56-inch hip measure... 69¢
12 L 32—66-inch hip measure... 79¢
Postage 4¢ extra on each.



COTTON
JERSEY

12 L 33
98¢
UP

Bargain in Pantalettes

Pantalettes of fine quality Cotton Jersey, roomily cut to insure comfort. Double row of elastic at cuffs, as pictured. Reinforced crotch. Elastic waistband.

COLORS: Black or navy blue. LENGTHS: 34 to 40 inches.
12 L 33—56-inch hip measure. Our low price... 98¢
12 L 34—66-inch hip measure. Price... \$1.19
Postage 4¢ extra on each.

Handsome All-Silk Jersey Petticoat Up to 66 Inches Hip

The All-Silk Jersey Petticoat is generally accepted as the most practical petticoat for a woman to buy, for several reasons.

In spite of its delicacy of weave, it is a wonderful, durable fabric, that will outwear any other silk. And because of this same fineness of fabric, it clings to the figure, thus eliminating bulkiness.

This one has a distinctive flounce with stylish inserts of contrasting color Jersey, finely pleated its entire depth.

Elastic waistband. Splendid quality and exclusive style.

COLORS: Navy blue trimmed with tan; black trimmed with henna; dark brown trimmed with Copenhagen blue.

LENGTHS: 34 to 40 inches (in your choice of two hip measures).

12 L 35—56-inch hip. Postage 5¢ extra. \$6.95

12 L 36—66-inch hip. Postage 5¢ extra. \$7.95

ALL-SILK
JERSEY

12 L 35
\$6.95
UP



ALL-SILK
JERSEY
AND
ALL-SILK
TAFFETA

SATEEN SLIP

12 L 37
\$4.75
UP

12 L 40
\$2.45
UP

All-Silk Jersey Top with Flounce of Taffeta

For those who prefer a Taffeta flounce for extra body, there is this Petticoat of All-Silk Jersey with an All-Silk Taffeta flounce.

The Jersey is a quality that will give you excellent service, and a smooth graceful fit. You can wear it under silk or woolen dresses with equal comfort.

Lovely flounce of All-Silk Taffeta, trimmed with fine self-material fluting and a fluted ruffle.

COLORS: Black, navy blue or amethyst (a delicate purplish blue).

LENGTHS: 34 to 40 inches.

12 L 37—48-in. hip. Postage 5¢ extra. \$4.75

12 L 38—56-in. hip. Postage 5¢ extra. \$5.45

12 L 39—66-in. hip. Postage 5¢ extra. \$5.95

Practical Slip For One-Piece Dress

Fine quality Sateen is used to make this neat and attractive Slip, its trimming consisting merely of hemstitching. This appears at the bodice top and at the hem.

The straight-line dress has an established place with women. That means every woman should have a one-piece slip. It contributes a better line, eliminates that ugly break which sometimes occurs at the waistline and it is more desirable under a sheer frock because it means no line where the undergarments join.

COLORS: Black or navy blue.

Entire length about 52 inches.

12 L 40—36 to 46 bust. Postage 5¢ extra. \$2.45

12 L 41—48 to 56 bust. Postage 5¢ extra. \$2.98

LANE BRYANT is the one house where Stout Women are positively assured comfortable fitting underwear

Extra-Wide Extra-Long Silk Hosiery for Stout Women

EVERY Stocking in our line is *Extra Wide* and also *Extra Long*; and some of them are *Double-Extra* sizes. No matter how stout your leg, you can buy here a stocking that will fit you comfortably and one that is in current fashion. These stockings cost no more than the narrow, skimpy hose offered elsewhere.

18 L 25
98¢
FIBRE
AND
THREAD
SILK

18 L 15
\$1.69

18 L 7
\$1.98

18 L 5
\$1.29
THREAD
SILK

Fine Bargain for Stout Women

18 L 25—Only 98¢ for these very wide Extra-size Silk Hose.

A wonderful bargain—half Thread-Silk, half Fibre-Silk, with lisle garter top. Double strength heels, soles and toes. Extra wide and extra long. Semi-fashioned.

Guaranteed to give you absolute satisfaction. A worth-while bargain. COLORS: Black, white or cordovan brown. SIZES: 9 to 10½. Our very low price, per pair,

Postage 1¢ extra. **98¢**

RIBBED-TOP THREAD-SILK

18 L 15—Thread-Silk Boot Hose, with strong elastic ribbed top. Extra wide and extra long. Double heels, soles and toes.

COLORS: Black, white or cordovan brown. SIZES: 9 to 10½. Price, pair

\$1.69
Post. 1¢ extra.

FULL-FASHIONED THREAD-SILK

18 L 7—Thread-Silk Boot Hose with silk-lisle (mercerized) top. Double silk-lisle heels, soles and toes. Full-fashioned. Big value.

COLORS: Black, white or cordovan brown. SIZES: 9 to 10½. Price

\$1.98
Post. 1¢ extra.

Special Value in a Thread Silk Hose

18 L 5—Excellent quality Thread-Silk Boot Hose with service-giving Silk Lisle Top. Double strength heels, soles and toes of silk lisle. Seam in back. Extra wide leg, extra long—for stout women. They are sure to be a comfortable fit, and will wear very well.

COLORS: Black, white, navy blue, cordovan brown or champagne. SIZES: 9 to 10½. Value \$1.50. Our special price, per pair,

Postage 1¢ extra. **\$1.29**

Pointex Heel

18 L 24—Fine, even-weave Thread-Silk Stockings, made with Pointex heel. A sheer, lustrous quality that will delight you.

Double strength heels, soles, and toes. Silk lisle garter top. Full-fashioned, shaped to fit. Extra wide and extra long. Pointex heel gives very attractive slender line to the ankle.

COLORS: Black, white or cordovan brown. SIZES: 9 to 10½. A splendid value for stout women. Price,

Postage 1¢ ex. **\$2.89**

18 L 24
\$2.89

POINTEX HEEL

THREAD-SILK
FULL-FASHIONED

Latest Style

18 L 16—Fine Thread-Silk Hose, very beautiful, heavy quality, with stylish silk-embroidered clocks. This stocking looks well for either dressy or sport wear.

Extra wide and extra long, double strength heels, soles and toes. Full-fashioned, shaped to fit. Ribbed garter top of silk lisle (mercerized).

COLORS: Black with white clocks or white with black clocks, as pictured. SIZES: 9 to 10½. Price, per pair,

Post. 1¢ ex. **\$2.98**

18 L 16
\$2.98

THREAD
SILK
EMB. CLOCKS
FULL-
FASHIONED

Double-Extra Sizes Still Larger than Usual Extra Sizes

Very Large

18 L 30—Double-Extra. Size Hose—still larger than usual extra sizes.

Made of heavy quality lustrous Thread-Silk with silk embroidered clocks. Extra long and very elastic. Semi-fashioned, shaped to fit.

Reinforced heels, toes and soles. Silk lisle garter tops. Will wear well.

COLORS: Black with black clocks or black with white clocks. SIZES: 9 to 10½.

Per pair **\$1.98**
Postage 1¢ extra.

18 L 30
\$1.98

THREAD
SILK
EMB. CLOCKS
SEMI-
FASHIONED

For Very Stout Women

18 L 18—Double-Extra-Size Hose—still larger than the usual extra sizes.

Made of heavy quality lustrous Thread-Silk. Extra long and very elastic. Full-fashioned, shaped to fit. Reinforced heels, toes and soles. Silk lisle garter top. Superior quality throughout.

COLORS: Black, white, suede gray, navy blue or cordovan brown. SIZES: 9 to 10½. Price, per pair,

Postage 1¢ extra. **\$2.95**

Widest Hose

18 L 10—Double-Extra-Size Thread-Silk Boot Hose, even larger than usual extra sizes. Specially designed hose for especially stout women.

Beautiful even texture. Semi-fashioned. Double lisle top. High spliced heels, reinforced soles and toes.

COLORS: Black, white or cordovan brown. SIZES: 9 to 10½. Double-Extra wide and extra long.

Price, per pair,

\$1.75
Postage 1¢ extra.

18 L 10
\$1.75

THREAD
SILK
SEMI-
FASHIONED

Extra-Wide Extra-Long Specially Priced

COTTON

18 L 1—Here indeed is a bargain for stout women—three pairs of extra size good quality Cotton Hose for 75¢.

Extra-wide leg—extra-long. High spliced heel, double soles and toes.

COLORS:

Black, white, cordovan brown or unbleached. Medium light weight. SIZES: 9 to 10½. Our very low price

3 pairs for 75¢ Post. 3¢ extra.

18 L 1
3 Pairs
for 75¢

COMBED COTTON

18 L 2—Excellent quality Combed Cotton Hose, specially made for stout women and specially priced for real economy. Selling at, 2 pairs for 59¢.

Double strength heels, soles and toes. Extra-wide leg, extra-long.

Black only, with unbleached soles. SIZES: 9 to 10½. Price 2 pairs for 59¢ Post. 2¢ extra.

18 L 2
2 Pairs
for 59¢

SILK
LISLE
RAVEL
STOP

18 L 6
65¢

MERCERIZED LISLE

18 L 12
45¢

18 L 12—Fine Mercerized Lisle Stockings—a special value in hose that will fit well, wear well, and always look well. High spliced heels, double toes and soles. Garter tops.

Extra-wide and extra-long. Especially made for stout women.

COLORS: Black, white or cordovan brown. SIZES: 9 to 10½. Our low price, per pair.... 45¢ Post. 1¢ ex.

RIBBED-TOP MERCERIZED LISLE

18 L 3
59¢

18 L 3—Good quality Mercerized Lisle Stockings, with double strength heels, toes and soles. Deep elastic ribbed-top.

Extra-wide and extra-long. Close, even weave; smooth, soft texture. Seam in back.

COLORS: Black, white, or cordovan brown. SIZES: 9 to 10½. Our special bargain price, per pair.... 59¢ Post. 1¢ ex.

DOUBLE-EXTRA SIZE FULL-FASHIONED FINE LISLE

18 L 17—Widest Hose made. Double-extra width; also extra-long. Very fine Lisle, very elastic, with double strength heels, toes and soles. Garter top. Full-fashioned, shaped to fit.

Black only. This stocking, we know, means a comfortable fit to the stoutest woman; something rare except in Lane Bryant stockings. SIZES: 9 to 10½. Pair..... 89¢ Postage 1¢ extra.

Unique Ravel-Stop Hose Very Durable

18 L 6—Ravel-Stop Stockings of fine Silk Lisle (mercerized). Very practical and an unusual value.

Knit with a ravel-stop feature below knee which prevents destructive running stitches. Double strength soles, heels and toes. Seam in back.

COLORS: Black, white, navy blue, or cordovan brown. SIZES: 9 to 10½. Extra-wide; extra-long. Our low price, per pair..... 65¢ Postage 1¢ extra.

DOUBLE-EXTRA SIZE FULL-FASHIONED SILK LISLE

18 L 9—Double-extra size Hose, of Silk Lisle (mercerized). Double-extra wide and extra-long. Full-fashioned, shaped to fit.

Reinforced heels, soles and toes. Sure to fit you however stout your legs may be.

COLORS: Black, white or cordovan brown. SIZES: 9 to 10½. Price, 98¢ per pair..... Postage 1¢ extra.

Four Double-Extra Size Hose Still Larger than Usual Extra Sizes

18 L 17
89¢

A Bargain in a Double- Extra Size Hose

18 L 8—Double-extra size Hose—a very big Stocking of fine Combed Cotton, double-extra wide and extra-long. High spliced heels, soles and toes.

Send to-day for these comfortable-fitting, long-wearing hose, especially designed for stout women. Their low price is the lowest possible for such fine quality. Your money will be gladly refunded to you if you are not satisfied.

COLORS: Black, white or unbleached. SIZES: 9 to 10½. Double-extra size, larger than our usual extra sizes. A real bargain. Our price, per pair.... 29¢ Postage 1¢ extra.

18 L 8
29¢

DOUBLE-EXTRA
SIZE

COMBED
COTTON

SILK
LISLE
SEMI
FASHIONED

18 L 4
79¢

Semi-Fashioned Double-Extra Size Stockings

18 L 4—Widest Hose made. Double-extra width, also extra-long. Very fine Silk Lisle (mercerized). Semi-fashioned. High spliced heels, double soles, toes. Elastic garter top.

You will find these stockings comfortable, durable and service-giving. This is a bargain you cannot afford to miss in a comfortable-fitting, long-wearing hose. We recommend them with enthusiasm and guarantee your satisfaction.

COLORS: Black, white, cordovan, brown or suede gray. SIZES: 9 to 10½. Our very low price, per pair.... 79¢ Postage 1¢ extra.

18 L 9
98¢

Extra-Size Wool Hosiery for Sports and Winter Wear



18 L 21
\$1.65
ENGLISH
RIB
ALL-WOOL
SPORT
HOSE

All-Wool Sport Hose

18 L 21—Very smart for winter wear are these very superior English-Rib All-Wool Stockings. Made with double strength heels and toes, insuring durable wear and long service. With these warm stockings, you can wear low shoes all winter. Extra-wide; extra-long. COLORS: Brown heather mixture, camel's-hair-tan or all black. SIZES: 9 to 11. You are sure to like these hose. Truly a bargain at our low price. Per pair, \$1.65 Postage 2¢ extra.



Exceptionally Fine Hose

18 L 26—Full-fashioned Stockings of fine quality Silk-and-Wool of a lovely texture. Double heel and toe, elastic top. Will fit and wear well. COLORS: Brown, green or light gray heather mixture. SIZES: 9 to 11. Our price, \$2.95 per pair, \$2.95 Postage 2¢ extra.



18 L 26
\$2.95
FULL
FASHIONED
SILK
AND WOOL

STOUT WOMEN will find in Lane Bryant Hosiery the greatest, the most complete satisfaction they have ever experienced. Every stocking shown is **EXTRA-WIDE** and **EXTRA-LONG**. And some are made in *Double Extra Sizes*.

All of our hose are of excellent quality and made with the same care as all other Lane Bryant garments and with the same careful designing. Here, Stout Women, no matter how stout, can find smart-appearing stockings that will fit them with genuine comfort.

The stockings on this page are the season's smartest styles for winter and sport wear.



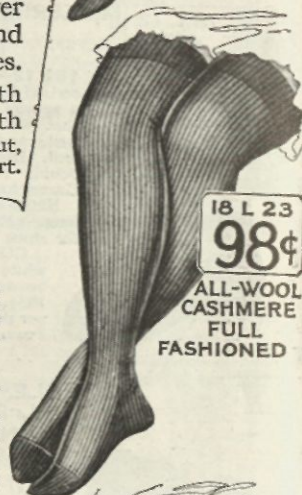
18 L 28
\$1.49
ALL-WOOL
HEATHER
MIXTURE

Embroidered Clocks

18 L 28—Smart Sport Stockings for stout women in All-Wool Heather Mixture, with Embroidered Clocks in contrasting color. Very fine quality in a warm winter weight. Made with double strength heels and toes to withstand hard wear. They are ideal to wear with low shoes in winter. This style stocking is being worn in New York by all discriminating women. COLORS: Brown heather or green heather. SIZES: 9 to 11. Our price, \$1.49 Postage 2¢ extra.

All-Wool Cashmere

18 L 23—Exceptionally fine quality All-Wool Cashmere Stocking, designed for stout women. Double strength heels and toes, with reinforced soles. Full-fashioned. Shaped to fit. This is a wonderful bargain in a cashmere hose decidedly practical and good-looking for winter wear. Cashmere hose, you know, are among the very newest in fashionable hosiery. COLORS: Black or medium brown. SIZES: 9 to 10½. Our price, 98¢ Postage 2¢ extra.



18 L 23
98¢
ALL-WOOL
CASHMERE
FULL
FASHIONED

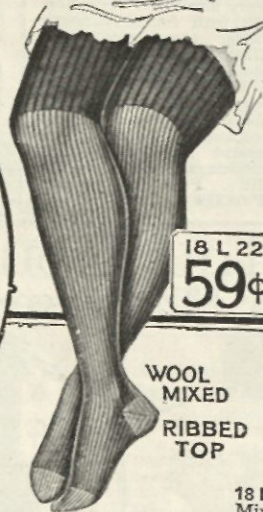
Double Extra Size Full Fashioned All-Wool Cashmere



18 L 29
\$1.65

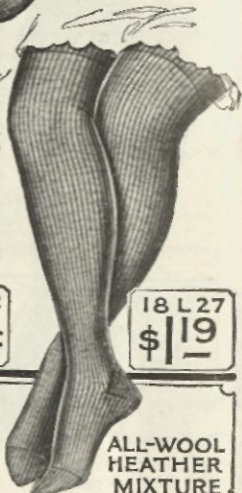
Double-Extra Size—Black Cashmere

18 L 29—All-Wool Cashmere Hose in double-extra size. That means they are wider, longer, and more elastic than our regular extra size hose. Reinforced heels and toes. Full-fashioned. Seams in back. Black Only. SIZES: 9 to 10½. Price, \$1.65 Postage 2¢ extra.



18 L 22
59¢

WOOL
MIXED
RIBBED
TOP



18 L 27
\$1.19

ALL-WOOL
HEATHER
MIXTURE

Only \$1.19

18 L 27—All-Wool Heather Mixture Hose, specially designed for stout women. Extra-wide and extra-long. This sort of stocking has first place in fashion for sports wear. Warm, serviceable and good looking. COLORS: Brown or green heather mixture. SIZES: 9 to 10½. Price, \$1.19 Post. 2¢ extra.



3
Pairs
98¢
18 L 20

FLEECE
LINED
COTTON
RIBBED TOP

3 Pairs for 98¢

18 L 20—Very good quality fleece-lined Cotton Hose, at a special offer that means money saved for you on extra-size warm winter hosiery. Double strength heels and toes. Extra-wide and extra-long. Winter weight. Black Only. SIZES: 9 to 10½. Price, 3 pairs for 98¢ Post. 3¢ ex.

Knit Underwear that Means a Perfect Fit for the Stout Figure Without the Sacrifice of Perfect Comfort

LANE BRYANT Undergarments, knit of the very finest materials, are carefully designed to fit the stout figure with the greatest comfort.

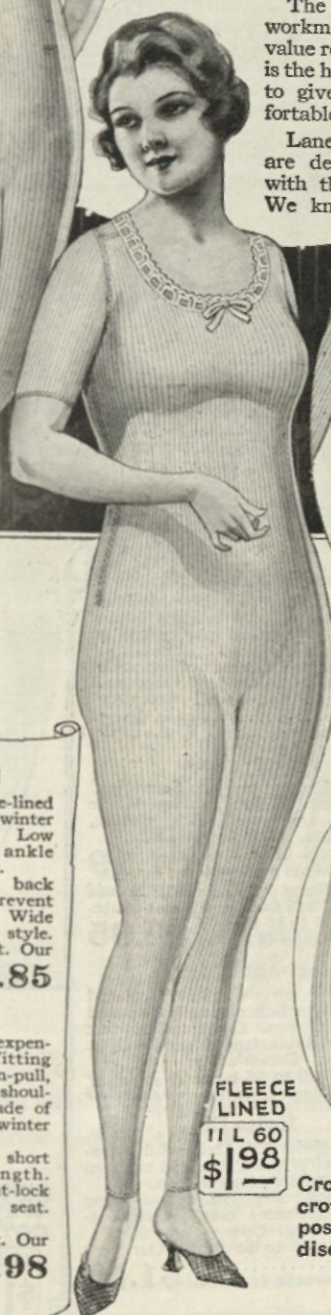
Special attention to details of construction is the reason, for our garments are perfect fitting. They will not pull at the slightest tension, thus causing constant discomfort. They "give" with the movement of the body.

The yarns are the finest, the workmanship the best and the value represented in each garment is the highest. We guarantee them to give you the utmost in comfortable fit, warmth and value.

Lane Bryant undergarments are designed and manufactured with the greatest skill and care. We know they will please you.



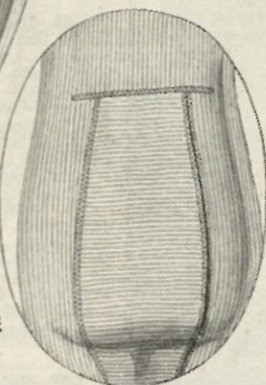
FLEECE
LINED
11 L 52
\$1.85



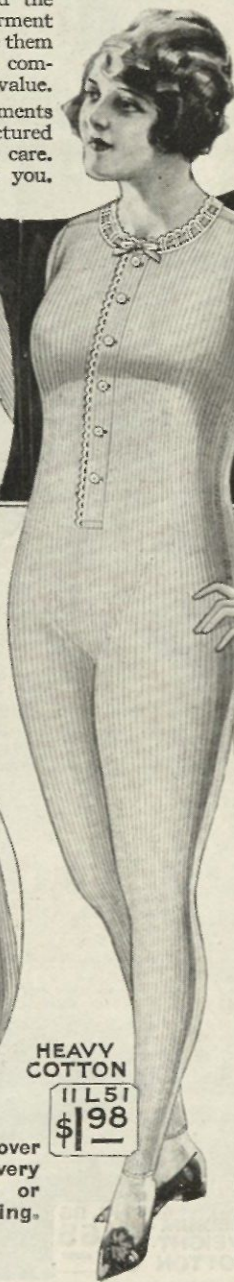
FLEECE
LINED
11 L 60
\$1.98



Every garment
on this page has
a cross-ribbed
yoke to prevent
any pulling.



Cross-ribbed wide lapover
crotch eliminates every
possibility of strain or
discomfort from pulling.



HEAVY
COTTON
11 L 51
\$1.98



HEAVY
COTTON
11 L 59
\$1.85

Fleece Lined

11 L 52—Warm, fleece-lined Union Suit of heavy winter weight White Cotton. Low neck. Sleeveless, ankle length. Tape at neck.

The cross-ribbed back yoke and crotch prevent binding and pulling. Wide lapped seat. Open style. SIZES: 39 to 56 bust. Our very low price..

Post. 4¢ extra. **\$1.85**

Fleece Lined

11 L 60—Another inexpensive, comfortable fitting Union Suit, with non-pull, cross-rib crotch and shoulder. Very warm, made of fleece-lined, heavy winter weight White Cotton.

Medium low neck, short sleeves. Ankle length. Shaped waist. All flat-lock seams. Wide lapped seat. Open style only.

SIZES: 39 to 56 bust. Our very low price..

Post. 4¢ extra. **\$1.98**

Heavy Cotton

11 L 59—Low neck, sleeveless Union Suit of heavy winter weight White Cotton. Comfort-giving cross-rib back yoke and crotch.

Splendid suit for stout women. Tailored top with drawstring. Ankle length. Shaped to fit. Wide lapped seat. Open style only.

SIZES: 39 to 56 bust. Our low price.....

Post. 4¢ extra. **\$1.85**

Heavy Cotton

11 L 51—Comfortable Union Suit for stout women. Cross-ribbed back yoke and crotch prevent pulling and binding, and add greatly to the wearer's comfort.

Heavy winter weight White Cotton. High neck, long sleeves, ankle length. Crocheted top. Wide lapped seat. Open style only.

SIZES: 39 to 56 bust. Our very low price..

Post. 4¢ extra. **\$1.98**

11 L 67
\$1.59
SWISS RIB

11 L 63
\$2.65
PART WOOL WORSTED

11 L 2
\$2.98
ARTIFICIAL SILK STRIPE

11 L 3
\$4.25
SILK STRIPE WOOL WORSTED

11 L 56
\$1.19
FLEECE LINED
HALF WOOL

11 L 61
\$3.95
HALF WOOL

11 L 55
\$1.65
MEDIUM WEIGHT COTTON

11 L 65
\$1.39
MEDIUM WEIGHT COTTON

Artificial Silk Stripe
11 L 2—Knee length Union Suit of fine quality Cream-white Wool-and-Cotton with Artificial Silk Stripe. Tight knee, tailored neck and armholes. Open style.... **\$2.98**
SIZES: 39 to 56 bust.
11 L 3—Same style as above of elastic-knit Cream-white Silk-Wool-and-Cotton. SIZES: 36 to 56 bust. Price... **\$4.25**
Postage 4¢ extra on each.

A Big Bargain
11 L 65—Union Suit of medium weight White Cotton. Low neck, sleeveless, ankle length. Tailored top and flat-lock seams. Full and roomy for stout women. Wide lapped seat. Open style only. SIZES: 36 to 56 bust. Order several of these to-day and save money. Our price... **\$1.39**
Postage 4¢ extra.

Medium Weight
11 L 55—Medium winter weight Union Suit of good quality White Cotton. Wonderful quality and a worth-while bargain. Wide lapped flap seat. Open style only. Shaped to fit; flat-lock seams. SIZES: 36 to 56 bust. Our very low price... **\$1.65**
Postage 4¢ extra.

Fleece-Lined
11 L 56—Heavy weight fleece-lined Union Suit of fine quality White Cotton. High neck, long sleeves, ankle length. Wide lapped seat. SIZES: 39 to 56 bust. Postage 4¢ extra. **\$1.19**
11 L 61—Same style as above in half Wool and half Cotton. Cream-white. SIZES: 39 to 56 bust... **\$3.95**
Postage 4¢ extra.

Wool-and-Cotton
11 L 63—Heavy weight Wool-and-Cotton Union Suit especially designed for stout women. Crocheted beading at neck. Wide lapped seat. Open style only. Cream-white. SIZES: 36 to 56 bust. Postage 4¢ extra. **\$2.65**

Swiss Rib
11 L 67—Swiss Rib Union Suit, elastic knit of White Cotton, in medium light weight for stout women. Low neck, sleeveless. Close-fitting knee. Reinforced crotch with one-button closing. Open style only. SIZES: 36 to 56 bust. Our very low price... **\$1.59**
Postage 4¢ extra.

Silk-Wool-and-Cotton

11 L 63—Union Suit of superior quality, elastic knit, Wool-Worsted-and-Cotton, with stripe of thread silk. Cream-white.

Low neck, ankle length. Tailor finished top, ribbon run as pictured.

SIZES: 39 to 56
bust. Our price..... **\$4.35**

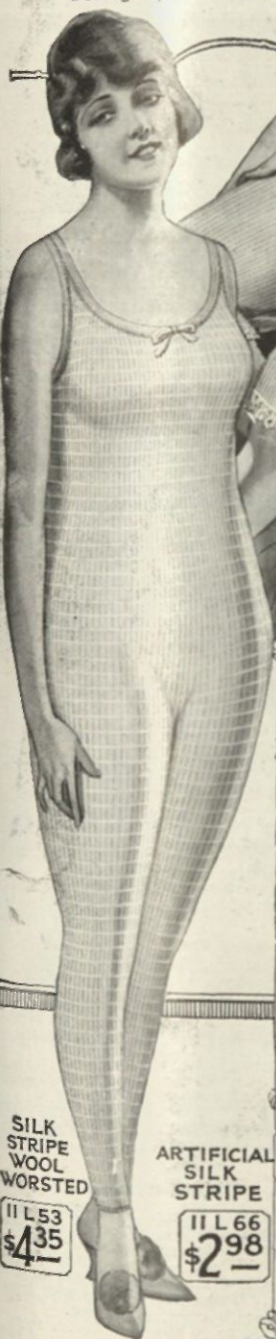
11 L 66—Same style as above in Wool-and-Cotton with stripe of artificial Silk. SIZES: 39 to 56 bust. Price.... **\$2.98**

Postage 4¢ extra on each.

A Bargain

11 L 72—A bargain for stout women in an elastic knit, light-weight, White Cotton Union Suit. Wide lace-trimmed knee. Open style with wide lapped seat. You will find this a well-wearing, serviceable garment. SIZES: 36 to 56 bust.... **69¢**

Postage 4¢ extra.



11 L 72
69¢

ARTIFICIAL
SILK
STRIPE

11 L 1
\$2.98

Silk-Wool-and-Cotton

11 L 1—Union Suit of fine Cream-white soft Wool-and-Cotton with artificial Silk stripe. Dutch neck, elbow sleeves, ankle length. Wide lapped seat. Open style only.

SIZES: 39 to 56 bust. Our low price.....

Postage 4¢ extra. **\$2.98**

Our Finest Quality

11 L 58—Union Suit of very fine quality Silk Stripe Wool Worsted-and-Cotton. Cream-white.

Medium low neck, short sleeves, ankle length. Very elastic. Open style only. Shaped to fit; flat-lock seams. Cut extra full and roomy.

SIZES: 36 to 56 bust.

Postage 4¢ extra. **\$4.35**

Knee-Length

11 L 69—Knee-length Union Suit. Elastic knit of fine grade, light weight White Cotton. Tailor finished neck and armholes. Close-fitting knee. Open style. Wide lapped seat. Very good value.

SIZES: 36 to 56 bust....

Postage 4¢ extra. **79¢**

Envelope Chemise

11 L 71—Knitted Envelope Chemise of light weight White Cotton, with shaped body for the stout figure.

Neck and armholes finished in tailored style. Taped neck. Shell-stitched wide bottom.

SIZES: 36 to 56 bust....

Postage 4¢ extra. **85¢**



11 L 69
79¢

11 L 58
\$4.35

SILK
STRIPE
WOOL
WORSTED

11 L 71
85¢

ARTIFICIAL
SILK
STRIPE

11 L 66
\$2.98

SILK
STRIPE
WOOL
WORSTED

11 L 53
\$4.35

FLESH
PINK
COMBED
COTTON

11 L 5
98¢

Fine Knit Underwear Cut Full and Roomy for Stout Women

SWISS
RIB

11 L 25
55¢

11 L 80
59¢
VEST

11 L 79
59¢
VEST

Swiss Rib Vest

11 L 25—Swiss Rib, light-weight, White Cotton Vest, extra elastic, especially designed for the stout woman. Cut full and roomy.

Neatly finished neck and armholes. Tape at neck. Non-slip shoulders. Exceptional value.

SIZES: 39 to 56 bust. A real bargain at our low price...
Postage 2¢ extra. 55¢

Three-Piece Union Suit

11 L 5—Flesh-pink Union Suit of fine quality Combed Cotton in the new, so-called "three-piece" cut. This eliminates discomfort from pulling above the waist, where the seam breaks the tension. Cut extra full.

Neck and armholes finished in tailored style. Drawstring at neck. Close fitting knee. Wide lapped seat. Open style.

SIZES: 39 to 56 bust. Price....
Postage 4¢ extra. 98¢

DRAWERS

11 L 83
59¢

DRAWERS

11 L 84
59¢

CLOSED CROTCH

11 L 73
79¢

Vests and Drawers to Match

11 L 80—Extra-long light-weight Vest of White Cotton, for stout women.

Tailor-finished neck and armholes. Non-slip shoulders—a desirable feature.

SIZES: 39 to 56 bust. Matches drawers Nos. 11 L 83 and 11 L 84. Our very low price....

Postage 2¢ extra. 59¢

11 L 79—Elastic knit Vest of good grade, light-weight White Cotton.

Two-button front opening with crocheted edge. Crocheted neck with tape.

SIZES: 39 to 56 bust. Matches drawers Nos. 11 L 83 and 11 L 84. Fine value. Price....

Postage 2¢ extra. 59¢

Drawers

11 L 83—Wide Umbrella Knee Drawers of elastic knit, light-weight White Cotton. Trimmed with knitted lace. Cambric waistband. Open only.

SIZES: Corresponding to 39 to 56 bust (state bust measure in ordering).

Matches vests Nos. 11 L 79 and 11 L 80. Price....

Postage 2¢ extra. 59¢

Drawers

11 L 84—Elastic knit Drawers of light-weight White Cotton. Cambric waistband buttoned each side. Knee length. Open style only. Full and roomy.

SIZES: Corresponding to 39 to 56 bust (state bust measure in ordering).

Matches vests Nos. 11 L 79 and 11 L 80. Price....

Postage 2¢ extra. 59¢

Closed Crotch

11 L 73—Closed crotch Union Suit of good grade light-weight White Cotton, exceptionally elastic. Designed for stout women.

Made with extra-wide umbrella knee which affords all the convenience of the open seat style. Tailor-finished top with drawstring. Lace bottom, as pictured.

SIZES: 36 to 56 bust. Price....
Postage 4¢ extra. 79¢

Two Vests for 59¢

11 L 86—A big bargain for stout women in Vests of excellent quality light-weight White Cotton. Low neck, sleeveless. Crocheted neck and armholes, tape inserted at neck.

Very elastic and excellent fitting. A wonderful value at our low price.

SIZES: 36 to 50 bust. Our very low price....

Postage 2¢ extra. 2 for 59¢

Knit Underwear of Unusual Quality Priced Unusually Low



11 L 7
79¢

Knitted Corset Cover

11 L 7—For additional warmth in winter, many women find comfort in a Corset Cover of medium light-weight White Cotton.

This one has a Dutch style neck, elbow length sleeves and buttons down the front. A tape around the bottom ties in front to hold it down.

SIZES: 39 to 52 bust.
Postage 4¢ extra. **79¢**



11 L 4
79¢

CLOSED
CROTCH

Bodice Top

11 L 4—Exceptional value in a bodice top Union Suit of good quality, light-weight, White Cotton. Elastic and well fitting. Closed-crotch style, with popular wide umbrella knee. Shell-stitched lower edge. Bodice top with drawstring.

SIZES: 39 to 56 bust. A fine value at our low price.

Postage 4¢ extra. **79¢**



11 L 76
89¢
VEST

FLEECE
LINED

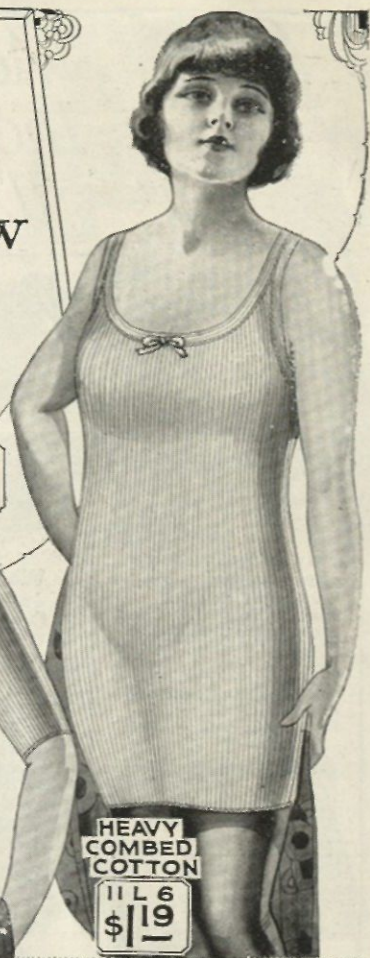
DRAWERS
11 L 81
89¢



11 L 78
\$1.19
VEST

HEAVY
COMBED
COTTON

DRAWERS
11 L 82
\$1.19



HEAVY
COMBED
COTTON
11 L 6
\$1.19

Heavy Combed Cotton Vest

11 L 6—Splendid heavy winter-weight Vest of fine quality White Combed Cotton. Tailored top and armholes. Extra long. Tape drawstring.

SIZES: 39 to 56 bust. Matches drawers No. 11 L 82 shown below. This is one of our finest values in Vests. You will be pleased with the service it will give you. Price.....

Postage 2¢ extra. **\$1.19**



11 L 88
59¢
UP

FLESH
PINK
OR BLACK
COTTON
JERSEY

Jersey Bloomers

Light-weight Cotton Jersey Bloomers, with elastic at waist and knee. Reinforced crotch. Length about 29 inches. COLORS: Flesh-pink or black. Very good value.

11 L 88—56-inch hip measure. Our **59¢**

very low price.

11 L 89—68-inch hip measure. Our **69¢**

very low price.

Postage 2¢ extra on each

Vests and Drawers to Match

11 L 76—Vest of heavy-weight fleece-lined White Cotton, with high neck and long sleeves. Crocheted top; three-button front opening, as pictured.

SIZES: 39 to 56 bust. Matches drawers No. 11 L 81 described below. Our very low price **89¢**

Drawers

11 L 81—Very warm, fleece-lined Drawers of heavy winter-weight White Cotton. French band top with drawstring. Ankle length. Open style. Good value.

SIZES: Corresponding with 39 to 56 bust (state bust measure in ordering). Matches vest No. 11 L 76. Our price..... **89¢**

Postage 2¢ extra.

11 L 78—Winter-weight Vest of fine quality White Combed Cotton. Dutch style neck, elbow sleeves. Crocheted top. Front opening.

SIZES: 39 to 56 bust. Matches drawers No. 11 L 82 shown below. Good value. Price **\$1.19**

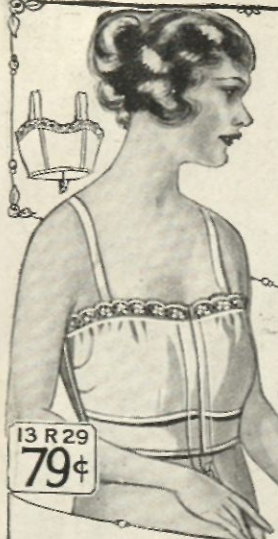
Drawers

11 L 82—Heavy winter-weight Drawers of fine White Combed Cotton. Drawstring top. Dart fitted at hip. Ankle length. Open style only.

SIZES: Corresponding to 39 to 56 bust (state bust measure in ordering). Matches vest No. 11 L 78 above. Price **\$1.19**

Post. 2¢ ex.

Accessories that are Indispensable to Every Woman and Mother



13 R 29
79¢

Nursing Brassiere

13 R 29—Rubberized Cambric forms front of this new Nursing Brassiere. Opening each side of front. Overlaps when closed. Cambric back. Lightly boned. Tape straps. Front closing. White Only. SIZES: 34 to 44 bust. Price **79¢**. Postage 2¢ extra.



Sanitary Napkins

52 R 10—Seamless Sanitary Napkins. Extra large. Made of high grade, Antiseptic Gauze, white cotton filled. One dozen in sealed box. Price per dozen. **49¢**. Postage 5¢ extra.

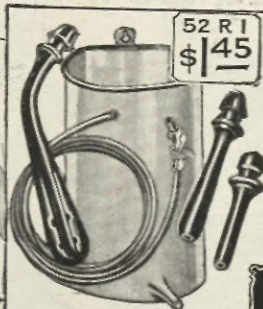


Nursery Apron

52 R 13—Nursery Apron of Black-and-white checked Rubberized Cloth. 23 by 36 inches. Absolutely moisture-proof. Indispensable in nursery. Price **49¢**. Postage 3¢ extra.

Douche Pan

52 R 14—Combination Bed or Douche Pan of seamless double-coated White Enamel. Sanitary and convenient. Measures about 16 inches long, 12 inches wide and 3 inches high. **\$1.95**. Our low price. Postage 10¢ extra.



52 R 1
\$1.45

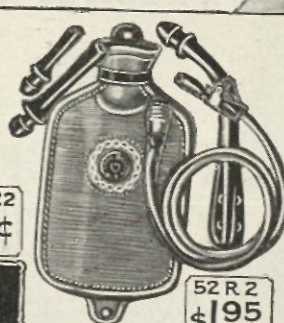
White Enamel Irrigator with Douche Nozzle

52 R 1—Excellent quality double-coated White Enamel Irrigator. Red rubber tubing. Three hard rubber douche and syringe nozzles. Metal shut-off. Two-quart size. Sanitary, acid-proof. Hanger for fastening on wall. Set. **\$1.45**. Post. 8¢ ex.



52 R 22
25¢

52 R 22—Talc "La Brynt," a talcum powder de luxe, the finest quality obtainable. Mildly borated and delicately scented. Healing, cooling, cleansing, soothing. None better or purer. Large sifter-top can. **25¢**. Postage 2¢ extra.



52 R 2
\$1.95

Combination Hot Water Bag

52 R 2—Combination Hot Water Bag and Fountain Syringe. Seven-piece set consisting of 2-quart red rubber bag; red rubber tube; three hard rubber syringe and douche nozzles; metal shut-off and stopper. **\$1.95**. Post. 8¢ ex.

Nursing Brassieres White or Pink

13 R 27—Nursing Brassiere of White Rubberized Cambric. Elastic band across back. Buttons in front. The most practical style brassiere the nursing mother can adopt, because of its convenience and its strong support. SIZES: 34 to 46 bust. Our low price. **89¢**. Postage 2¢ extra.

Flesh-Pink Batiste

13 R 28—Nursing Brassiere similar to 13 R 27 but of fine quality Flesh-pink Batiste. Rubberized nursing section with knitted lining. You will find this brassiere very comfortable as well as convenient. SIZES: 34 to 46 bust. Our price. **\$1.59**. Post. 2¢ ex.

52 R 10
49¢

52 R 14
\$1.95

52 R 5
\$1.19

52 R 8
45¢

52 R 4
19¢

52 R 11
25¢

52 R 17
8¢ UP

GOLD PLATED

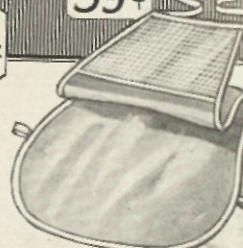
52 R 6
79¢

52 R 3
45¢

52 R 9
49¢

52 R 7
\$1.25

52 R 12
39¢



Sanitary Apron

52 R 12—Sanitary Apron of Pure Gum Rubber with good quality muslin top. Absolutely moisture-proof. About 24 by 24 inches. Pockets at both sides. **39¢**. Postage 3¢ extra.

Breast Pump

52 R 3—Breast Pump with correctly shaped glass bowl. Fine quality red rubber bulb. Our low price. **45¢**. Postage 10¢ extra.

Infant's Syringe

52 R 4—Infant's Rectal Syringe. Hard rubber nozzle. Red rubber bulb. **19¢**. Postage 3¢ extra.

Vaginal Spray

52 R 5—Vaginal Spray. Red rubber bulb. Hard rubber nozzle patented spray device. Price. **\$1.19**. Post. 8¢ extra.

52 R 9—Sanitary Belt. Self-adjusting. White Cotton Marquisette and Nainsook form front and back sections. Elastic webbing at sides. Four safety pins. Medium, large or extra large. Give waist measure. Our price **49¢**. Postage 2¢ extra.

52 R 11—Self-adjusting Sanitary Belt of good quality White Elastic Webbing. Elastic tabs and safety pins. Medium or large. Give waist measure. Price. **25¢**. Postage 1¢ extra.

Face Bag

52 R 6—Pint-size Hot Water Face Bag of moulded red rubber. Metal screw stopper. Our low price. **79¢**. Postage 1¢ extra.

Hot Water Bag

52 R 7—Hot Water Bag of moulded red rubber. Reinforced seams. 2-quart size. Our price. **\$1.25**. Post. 2¢ extra.

Bath Thermometer

52 R 8—Bath Thermometer; glass tube inclosed in wood. Will float. Price. **45¢**. Postage 4¢ extra.

Safety Pins

Guaranteed gold-plated Safety Pins. One dozen each.

Sizes	Doz.	Post.
52 R 17...0	8¢	1¢
52 R 18...1	9¢	1¢
52 R 19...2	10¢	1¢
52 R 20...2 1/4	11¢	1¢
52 R 21...3	13¢	1¢

Woolens and Flannels

HERE is a very special assortment of Woolens and Flannels discriminately selected because of their desirability for winter garments, and further desirable because of their very attractive prices.

Add to your savings by buying these extra-fine, extra-wide materials, of the same high grade as that used in Lane Bryant made up garments. They were bought by us direct from the mills—which means there is no middlemen's profit to pay.

Take advantage of this unusual opportunity to save money. Make your selection and send in your order to-day.

All-Wool Serge—Black or Navy Blue

Very fine All-Wool Serge, of medium weight and soft-finished, pliable texture. A superior grade from which we make many of our finest dresses. You will profit by a substantial saving to yourself if you order several yards of this fine quality Serge. Only at Lane Bryant's can you buy such high-grade material for so small a price. **COLORS:** Black or navy blue.

60 L 503—Very fine quality French Serge, 40 inches wide. Our very low price per yard.....

\$1.29

60 L 504—Our finest quality French Serge, 54 inches wide. Our special price per yard....

\$1.59

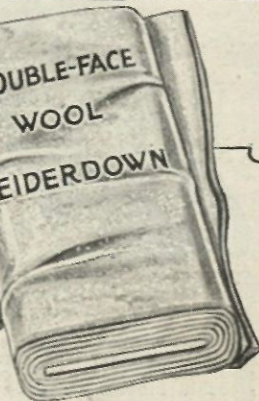
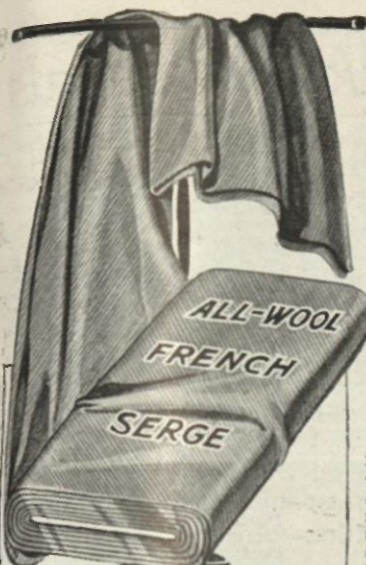
Postage 2¢ per yard on each.

60 L 500—All-Wool Storm Serge, 36 inches wide. Very unusual value. Our price per yard.....

75¢

60 L 501—All-Wool Storm Serge of fine quality. 54 inches wide. Our price per yard....

\$1.49



Shepherd Check Suits in Three Grades

A stylish black-and-white Shepherd Check Suits. Very practical for skirts, suits, children's coats and dresses. The pattern comes in 3 sizes: small, medium or large check. State size.

All-Wool

60 L 510—Fine quality All-Wool, 40 inches wide..

\$1.49

60 L 511—Same quality as 60 L 510, 54 inches wide....

\$1.98

Wool-Mixed

60 L 512—Wool-mixed Shepherd Check, 36 inches wide. Per yard

49¢

Wool-Finished

60 L 648—Wool-Finished Shepherd Check. 32 inches wide

23¢

Postage 1¢ per yard on each.



ALL WHITE

Superior Quality

Full-bleached Canton Flannel, in two grades and in two widths. Soft, fleecy and warm; very unusual value. Very serviceable for making wrappers, sacques, bloomers, petticoats, and children's wear of many kinds. Also splendid for use as a diaper cloth because it is non-irritating, absorbent and warm. Order a supply for your nursery now. The prices mean big savings.

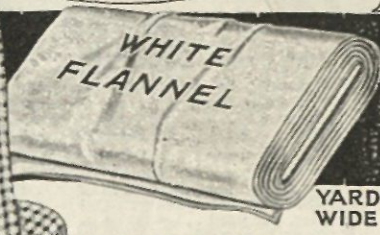
63 L 742—24 inches wide. Good quality and a bargain. Our price per yard.....

15¢

63 L 756—27 inches wide. Most excellent quality and very low priced. Per yard....

19¢

Postage 1¢ per yard on each.



YARD WIDE

Remarkable Value

63 L 738—Fine quality White Flannel, for infants' soft sacques and wraps, petticoats and kimono. You will find it one of the finest values you could imagine.

Serves many uses for older children too, and is especially serviceable for winter night-clothes. A quality that will wear splendidly and launder well. Has a deep soft nap, closely resembling all-wool. A material contributing warmth without weight.

WHITE ONLY. Width 36 inches. Our very low price, per yard.....

Postage 1¢ per yard. 21¢

Fashions Latest

Silk Materials

40-INCH

\$1.49
UP
YARD

ALL-SILK GEORGETTE

All-Silk Georgette Crepe, heavy quality, sheer, yet very strong; special priced.
COLORS: Taupe gray, navy blue, Copenhagen blue, tan, brown, plum, flesh, white or black. Full 40 inches wide.

61L512—Good quality. Per yd. **\$1.49**
Postage 1¢ per yd.

61L527—Best quality. Per yd. **\$1.89**
Postage 1¢ per yd.

\$1.49
UP
YARD

ALL-SILK CREPE DE CHINE

40-INCH

Two very desirable qualities of All-Silk Crepe de Chine in superior heavy quality.
COLORS: White, flesh-pink, gray, tan, taupe, brown, plum, Copenhagen blue, navy blue or black. Full 40 inches wide.

61L511—Good quality, per yd. **\$1.49**
Postage 1¢ per yd.

61L528—Best quality, per yd. **\$1.89**
Postage 1¢ per yd.

\$2.98
YARD

40-INCH CANTON CREPE

61L510—Fashion's most popular fabric this season is Canton Crepe, for street and afternoon dresses, and for capes. This is a heavy All-Silk Canton Crepe—a fabric similar to Crepe de Chine but very much heavier, and, of course, more serviceable.

You will get great pleasure, comfort and unusual service from a dress or wrap made from this fashionable material.

COLORS: Navy blue, black, brown, henna (reddish brown), or white. Width 40 inches. Our low price, per yard. **\$2.98**
Postage 2¢ per yard.

\$1.49
YARD

36-INCH TRICOLETTE

61L518—For an extremely smart dress, we recommend this Tricolette, a lustrous fibre-silk fabric in the very fine weave that is also known as Mignonette. Width 36 inches.

COLORS: Navy blue, black, flesh, dark brown, white, rose or henna (reddish brown). Specially priced. Our price, per yard. **\$1.49**
Post. 1¢ per yard.

98¢
YARD

ALL-SILK WARP POPLIN

61L517—Silk Warp Poplin of medium weight, silky and lustrous. For dresses and skirts. 36 inches wide.

COLORS: Navy blue, Copenhagen blue, brown, plum, green or black. Our very low price, per yard. **98¢**
Postage 1¢ per yard.

\$1.19
UP
YARD

IMPORTED ALL-SILK PONGEE

A bargain in beautiful Imported All-Silk Pongee. Natural Tan color only. Can be washed and ironed. Width 33 inches.

61L519—Very good quality. Our low price, per yard. **\$1.19**
Postage 1¢ per yd.

61L524—Heavier quality. Our low price, per yard. **\$1.49**
Postage 1¢ per yd.

\$1.49
YARD

ALL-SILK SATIN

61L521—This is an unusual offering in a very fine quality All-Silk Satin with a glossy surface, and soft texture. It makes a lovely dress, blouse or petticoat, and can be used for very fine linings.

COLORS: Black, navy or brown. 36 inches wide. Very serviceable. Our price, per yard. **\$1.49**
Postage 1¢ per yd.

\$2.98
YARD

36 " INCH CREPE KNIT "

61L530—All-Silk Crepe-Knit is a material which has won instant popularity as a dress fabric. Its surface is a lustrous, soft, almost sponge-like effect, on a knit background. Wears exceptionally well.

COLORS: Black, navy, brown or henna. Width 36 inches. Our price, per yard. **\$2.98**
Postage 1¢ per yd.

98¢
YARD

IMPORTED JAP SILK

61L520—High-lustre Imported Jap Silk with firm, close texture, very soft and supple. Makes cool and comfortable waists, dresses and underthings. Specially priced.

COLORS: Black, navy blue, light blue, brown, pink or white. Width 36 inches. A bargain. Our low price, per yard. **98¢**
Postage 1¢ per yd.

YARD
WIDE
\$1.59
YARD

ALL-SILK TAFFETA Yard Wide

61L513—A fine quality All-Silk Taffeta, for dresses, waists, petticoats, linings, etc. Width 36 inches. Value \$2.50 per yard; a big bargain at **\$1.59**.

COLORS: Navy blue, Copenhagen blue, brown or black. Price, per yard. **\$1.59**
Postage 1¢ per yd.

ALL-SILK CHARMEUSE 40 Inches Wide

61L531—Nothing makes a more luxurious, rich-looking dress than this fine quality All-Silk Charmeuse. Heavy, lustrous and finely woven.

COLORS: Navy blue, black or brown. 40 inches wide. Our low price, per yd. **\$1.98**
Postage 1¢ per yd.

40-INCHES
WIDE
\$1.98
YARD

Piece-Goods of Quality



Bleached or Unbleached Sheetting, 3 Qualities
 Full-bleached Muslin, snow white, yard wide.
 63 L 770—10- yd. bolt..... **\$1.39**
 63 L 771—10- yd. bolt..... **\$1.75**
 63 L 772—10- yd. bolt..... **\$1.98**
 Postage 8¢ per bolt.
 Unbleached Muslin Sheettings, yard wide.
 63 L 747—10-yd. bolt for..... **98¢**
 63 L 748—10- yd. bolt..... **\$1.39**
 63 L 749—10- yd. bolt..... **\$1.89**
 Postage 8¢ per bolt.



10 YARDS
\$1.29
UP



10 YARDS
\$1.29
UP



White and Colors
 62 L 626—Excellent quality 36-inch Mercerized Sateen. High lustrous, good body. Excellent value.
 COLORS: White, black or brown.
 Our low price, per yard..... **29¢**
 Postage 1¢ per yard. **29¢**

Full-bleached smooth-finished, straight-weave White Nainsook, 36 inches wide.
 63 L 750—Good quality. 10 yds. **\$1.29**
 63 L 751—Fine quality. 10 yds. **\$1.69**
 63 L 752—Better quality. 10 yds. **\$1.98**
 63 L 790—Best quality. 10 yds. **\$2.49**
 Postage 8¢ extra per bolt.

Bargains in full-bleached, fine-thread Long Cloth. 36 inches wide. 10-yard bolts only. Put up in clean, sanitary envelopes. Three qualities.
 63 L 766—Good quality. 10 yds. **\$1.29**
 63 L 767—Better quality. 10 yds. **\$1.69**
 63 L 768—Best quality. 10 yds. **\$1.98**
 Postage 8¢ extra per bolt.

Fine Quality
 62 L 637—White Mercerized Batiste. Soft, sheer and smooth in texture. **WHITE ONLY.** 39 inches wide. Our special price per yard..... **29¢**
 Postage 1¢ per yard. **29¢**



PRINTED FLANNEL

22¢ Per Yard
 You will find many uses for this fine Printed Flannel, with its soft wool-like finish, warmly fleeced on one side. The quality is excellent and the patterns gay and attractive.
 Comes in pink, blue and tan combinations. Width 27 inches. 22¢ per yard.
 63 L 681—Small, neat floral pattern.
 63 L 682—Very lovely, large flower design.
 Per Yard, **22¢**
 Post. 1¢ yd.



GUARANTEED SANITARY CHEESE CLOTH
 "Curly" Cheese Cloth, noted for its quality and cleanliness. Sealed in packages of 10 yards. 36 ins. wide.
 63 L 773—Our good quality. 10-yd. bolt for **69¢**
 63 L 774—Our best quality. 10-yd. bolt for **89¢**
 Post. 3¢ per bolt.



MERCERIZED FOULARD

39¢ Per Yard
 Genuine silk foulard patterns are used to print these splendid Mercerized Foulards. Very fine in texture and silky in appearance.
 COLORS: Dark blue or black with printed figure in white. Width 32 inches. Good value.
 63 L 680—Small flower pattern. Price per yard... **39¢**
 Post. 1¢ yd. **39¢**
 63 L 683—Larger flower design. Price per yard... **39¢**
 Post. 1¢ yd. **39¢**



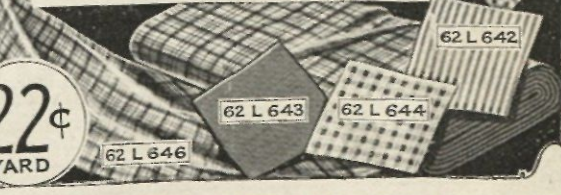
Mercerized Voile. forty inches wide.
 White, flesh, old rose, Copenhagen blue, navy blue, black or orchid.
 62 L 663—Good... **21¢**
 62 L 664—Better... **25¢**
 62 L 665—Best... **35¢**
 Post. 1¢ per yd.

Mercerized Crepe
 62 L 639—Cotton Underwear Crepe of exceptionally fine quality.
 COLORS: White, light blue or pink.
 Width 30 inches. Price per yd., **21¢**
 Postage 1¢ per yard.



Lane Bryant GINGHAM

Guaranteed, fast-color Gingham. 27 inches wide.
 62 L 642—White ground with pink, light blue or heliotrope stripe... 22¢
 62 L 643—Solid colors in Cadet blue, tan, green or rose. Our low price per yard... 22¢
 62 L 644—Red, pink, light blue or tan, with white check. Yard 22¢
 62 L 645—Pink, blue, lavender check. Yd. 22¢
 62 L 646—Green-and-blue plaid. Yard 22¢
 Postage 1¢ per yard on each.





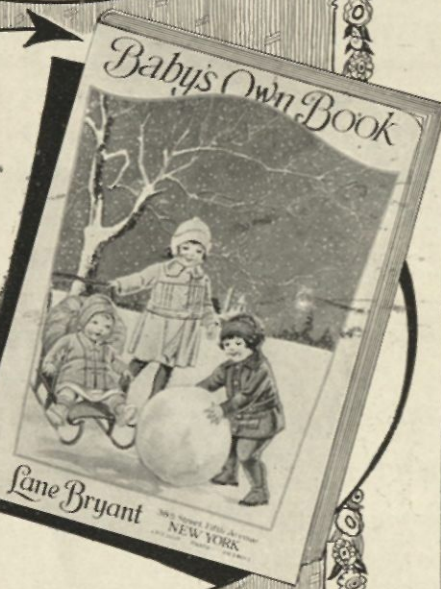
Style Book for Expectant Mothers **FREE**

Ask for
Style Book
"M"

Stylish
Apparel
for
Expectant
Mothers

Style Book for Infants and Children **FREE**

Ask for
Style Book
"R"



76-Page Style Book for Mothers-to-be

We want to send to every Expectant Mother, this beautiful 76-page Style Book Free. It pictures the newest in Coats, the smartest in Dresses, and the best in Maternity Underwear, including the famous Lane Bryant Maternity Corset—and accessories for the baby, too.

Dresses and Coats that cleverly conceal your figure, yet that display the same fashion features that other women are wearing. Underwear that is scientifically cut and designed for health and comfort during and after the maternity period.

And for the new baby too. Everything you need from the time of confinement to his complete layette with nursery furniture and accessories. All at low bargain prices.

We will send this Style Book Free. Write for it to-day to Dept. 20. Ask for Style Book "M."

Style Book for Infants and Young Children

Baby garments are selected by a mother with the greatest loving care, as indeed they should be. With an equal care they are designed by Lane Bryant, artists in their knowledge of the healthful comfort-giving garments baby needs and the dainty workmanship that mothers like.

For designing baby garments is indeed an art, requiring a knowledge of all that is best for baby, and with a taste that will appeal to mothers who discriminate.

Baby's Own Book has its entire 40 pages devoted to pictures and descriptions of our new and dainty creations for infants and small children. Coats, Dresses, Rompers, Shoes, Underwear, Complete Layettes, Crib Accessories; and also Nursery Furniture.

You may have this Style Book Free. Write for it to-day to Dept. 20. Ask for our Style Book "R."

How to Order—

Mail Orders Filled From New York City

Lane Bryant 38th Ave. at 38th St. New York, N. Y.

IMPORTANT: Please state ALL measurements for clothing in inches. Give full name, address, and telephone number. If you have a money order, bank draft, or check for the total amount, and enclose it with your order. If you send cash, be very sure to have your letter registered.

Before sealing envelope check up your order and make sure it is correct in the following particulars. Be sure:

1. Your name and address is correctly written.
2. Sizes, quantities, colors, measurements, etc., are correctly given.
3. That you have sent the right amount of money including postage.
4. That you have advised us of any change in your address since you sent us your last order.

State second choice of style or color when you can; this may save delay.

Remit full amount of order if convenient; our guarantee, "Your money back if you are not satisfied," protects you fully. We have no Mail Order Charge Accounts. All orders must be accompanied by remittance. Remit at least one-fourth if C.O.D. shipment is desired. You must pay shipping charges and charges for returning money on all C.O.D. shipments.

5th Avenue 2nd Floor New York, N. Y.

It is very simple and easy for you to order goods by mail.

First take an Order Blank on page 79. Then write very plainly (or print) your name and address in spaces provided. Or use a plain piece of paper if you have no Order Blank.

Next, write in the style numbers, the quantity, and the name, colors, sizes and prices of the articles you desire and the postage required. Follow sample order blank printed above. Have all your measurements taken and write them in proper spaces on reverse side of order blank.

Then, add up the amount including postage and insurance (if you wish package insured), and secure a money order, bank draft, or check for the total amount, and enclose it with your order. If you send cash, be very sure to have your letter registered.

Before sealing envelope check up your order and make sure it is correct in the following particulars. Be sure:

1. Your name and address is correctly written.
2. Sizes, quantities, colors, measurements, etc., are correctly given.
3. That you have sent the right amount of money including postage.
4. That you have advised us of any change in your address since you sent us your last order.

State second choice of style or color when you can; this may save delay.

Remit full amount of order if convenient; our guarantee, "Your money back if you are not satisfied," protects you fully. We have no Mail Order Charge Accounts. All orders must be accompanied by remittance. Remit at least one-fourth if C.O.D. shipment is desired. You must pay shipping charges and charges for returning money on all C.O.D. shipments.

How to Return

In nearly every instance, everything you order from Lane Bryant will be satisfactory and you will not have occasion to return anything. But if you should, please follow these directions.

First, pack garment carefully to avoid undue wrinkling, wrap package in good strong paper and tie it with strong twine. DO NOT SEAL PACKAGE.

Second, write your full address in upper left corner of package; and write "Lane Bryant, 38th St., at Fifth Avenue, New York, N. Y." in lower right corner.

Third, write a letter telling us the article, number and price of the goods you are returning and why you are sending them back. If you want your money back, simply say so. If you wish other goods be sure to tell us exactly what you want—number, color, size, etc., and enclose balance if goods ordered are higher priced.

Fourth, seal your letter, address it, and paste it to outside of package under string. Be sure to put a two cent stamp on your letter in addition to postage required for package. Do not place letter inside package.

Fifth, send package by parcel post INSURED. We do not assume responsibility for returned packages lost in transit. Never return merchandise C.O.D. We do not accept C.O.D. shipments. Do not return part of a suit. Return entire suit if any change is necessary.

5th Ave. at 38th St.
New York, N. Y.

Make sure amount of your Check or Money Order includes all postage charges as is clearly stated in each description. Also include insurance fee if you wish package sent by Insured Mail (see table of rates at bottom of page). If you send more money for postage than we actually use we will refund difference. On C.O.D. orders we require a deposit of at least one-fourth. Shipment of C.O.D.'s will be made by Parcel Post or Express, charges collect, including charges for returning money to us. **No Charge Accounts. All orders MUST be accompanied by a remittance.**

Remit either by Post Office Money Order, Bank Draft or Check—and be sure that your Money Order or your Check includes all postage charges. It is not safe to send cash; but if you cannot remit in any other way enclose the money with your order in a strong envelope, seal it very securely—and be sure to have it registered.

[illegible]

Date.....

Mr., Mrs., or Miss	First Name	Middle Initial	Last Name
--------------------	------------	----------------	-----------

(Married Women will please use husband's name or initials)

House Number Street or Avenue R. F. D. No. Box No.

Town State
(Write the name of your post office very plainly.) (Write name of State in full.)

Cash

DO NOT WRITE IN THIS SPACE

L

Is this your first order from us?.....

Have you changed your address since your last order?.....
If you have, write
former address here.....

[illegible]

ALSO

Be sure you have given correct sizes and colors, and written your name and address very plainly.

If you want your package insured, be sure to include necessary amount in your total remittance.

If you desire your packages sent by insured parcel post, please so advise and inclose:

3¢ extra for value up to	\$5.00
5¢ extra for value up to	\$25.00
10¢ extra for value up to	\$50.00
25¢ extra for value up to	\$100.00

Lane Bryant Apparel Specialists **Fifth Avenue** at 38th Street **New York, N. Y.**

Will You Do Us a Kindness?

Will you fill in here the names of four ladies who may be interested in receiving a Lane Bryant Style Book for Stout Women? We will appreciate your courtesy and will not mention your name in writing to them.

Name.....

Address.....State.....

Name.....

Address.....State.....

Name.....

Address.....State.....

Name.....

Address.....State.....

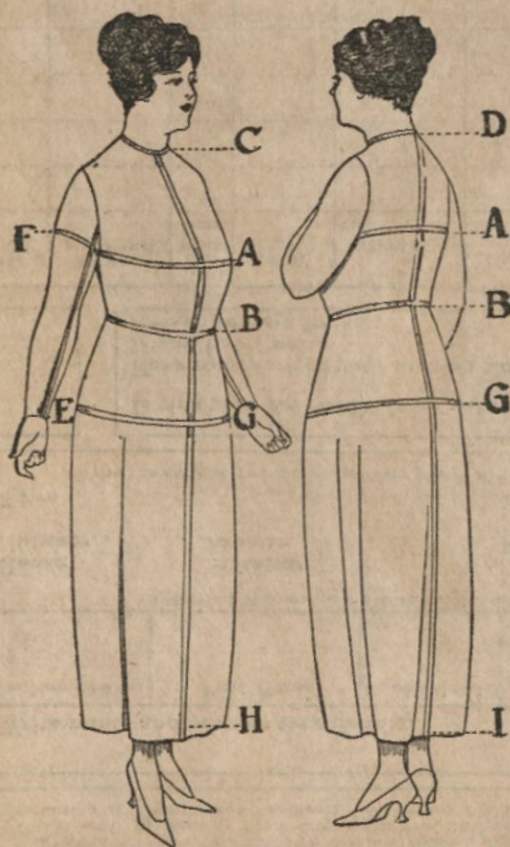
Instructions for Taking Measurements

as Required on All Lane Bryant Garments

In order to give you a well-fitting garment, it is of the utmost importance that you fill in all of the measurements required below. Do NOT specify STOCK SIZES of some former garments you may have purchased elsewhere. Stock sizes differ in various houses.

All separate skirts, skirts of suits, and the better class of dresses have wide basted hem which will allow for sufficient length adjustment.

DO NOT TRY to take the measurements YOURSELF. Have some friend take them for you. Follow these instructions carefully and be sure to USE AN ACCURATE TAPE MEASURE.



A BUST MEASURE—(Take measurement over shirtwaist or over your dress.) Pass tape measure around the body over the fullest part of the bust well up under the arms. Do not take this measurement too tight, and do not allow tape measure to slip down in back.....

B WAIST BAND: In order to ascertain the correct waist line, tie a piece of tape or string around the smallest part of waist, and use this as basis of measurement.....

C to B LENGTH OF WAIST, at front from base of neck, C, to bottom of waist band, B.....

D to B LENGTH OF WAIST, at back from base of neck, D, to bottom of waist band, B.....

E INSIDE SLEEVE measurement, length from bottom of armhole to length of sleeve desired; arm hanging loosely.....

F AROUND ARM (around fleshiest part).....

G AROUND HIPS (around largest part).....

B to H SKIRT LENGTH FRONT, from waist, B, to desired length of skirt, H.....

B to I SKIRT LENGTH BACK, from waist band, B, to the desired length of skirt, I.....

PLEASE STATE

Your Height..... Ft.....Ins.....

Your Weight..... Lbs.....

Long or Short Waisted.....

Whether High or Low Bust.....

INCHES

Before Mailing Your Order:

Be sure you have given correct sizes and colors—with all actual measurements as requested on this order blank.
Be sure you have written your name and address very plainly—on order blank and also on mailing envelope.
Be sure your remittance includes all postage charges (with extra insurance fee if you wish the package insured.)

Sizes
38 to 56
Bust

SCARF
FIBRE
SILK

8 L 11
\$2⁹⁸

8 L 06
\$4⁹⁸

ALL-WOOL
ANGORA
FINISH

ALL
WOOL
WORSTED

8 L 07
\$5⁹⁵

8 L 10
\$12⁹⁵

FIBRE-SILK

Wide Angora-Finish Scarf

8 L 06—Shawl Scarf of All-Wool with Angora Finish. Tuxedo collar, belt, fringe and pocket edge in contrasting color. COLORS: Green with gray (as pictured), brown with buff, or black with white. Will fit up to 56 bust. Price.....

Postage 6¢ extra. **\$4.98**

All-Wool Sweater—Angora Trimmed

8 L 07—Sweater for stout women of All-Wool Worsted with becoming short Tuxedo collar. Two-tone matching Angora makes the collar, cuffs and patch pockets. COLORS: Brown with buff (as pictured), black with white or navy with silver. SIZES: 38 to 56 bust. Very specially priced...

Postage 6¢ extra. **\$5.95**

Novelty Fibre Silk

8 L 10—Fibre Silk Sweater in novelty block weave. The collar and sash are in plain weave. COLORS: Navy blue (as pictured), or black. SIZES: 38 to 56 bust. Price (scarf not included)....

Postage 6¢ extra. **\$12.95**

8 L 11—Fibre Silk Scarf in assorted Roman stripes, with silk fringe ends. Size about 9 x 70 inches. Price, of Scarf only.....

Postage 3¢ extra. **\$2.98**

All-Wool Worsted

8 L 08—All-Wool Worsted Sweater, a Tuxedo model, fancy stripe weave, with plain weave Tuxedo collar, cuffs and tie-sash, the tie-sash having fringe ends.

This is a very becoming style for stout women, amply full throughout.

COLORS: Navy blue (as pictured), or black. SIZES: 38 to 56 bust.

Postage 6¢ extra. **\$4.95**

Slip-on Sweater

8 L 09—Lovely Slip-on Sweater of All-Wool with V-shaped shawl collar and cuffs of Angora. The belt and band around bottom are solid color to match. An attractive and youthful model.

COLORS: Gray with Peacock blue (as pictured), or black with white. SIZES: 38 to 56 bust. Price.....

Postage 6¢ extra. **\$4.49**

ALL-WOOL
ANGORA
TRIMMING

8 L 09
\$4⁴⁹

8 L 08
\$4⁹⁵

ALL-WOOL
WORSTED

Fashion's Latest Features Designed to Slenderize

Sizes
Up to 56
Bust

Of the Newest Silk Fabric

3 L 88—Dress of Knitted Fibre-Silk Crepe, very smart this season.

Designed on perfectly straight lines with a graceful slenderizing panel the entire length in front and back, with a tunic at each side of skirt, as pictured. Narrow sash.

A charming effect is produced by the deep vestee and the very deep slender revers, one edged with a row of many round covered buttons, the other with a row of silk loops to correspond, as shown.

The attractive sleeve has a tight cuff with two slit openings below the elbow.

Jap silk blouse lining to which sleeves are attached.

COLORS: Brown (as pictured), navy blue or black. SIZES: 39 to 56 bust. Skirt length about 37 inches. Wide basted hem. Special value. Our price..... \$29.85

Post. 12¢ ex.

ALL-WOOL
TRICOTINE

3 L 87
\$19.85

A Remarkable Value

3 L 87—Don't you think this is a lovely Dress for \$19.85? The material—All-Wool Tricotine is exceptionally fine. We think the dress is a wonderful value.

Black beads on the sleeves and on the skirt, back and front, are its decorative features. Fashionable length, flare sleeves and a narrow self-material belt do their share in making this a distinctively smart, very becoming one-piece frock.

The deep V neck with its narrow revers, is another slenderizing feature, charmingly set off by an ecru embroidered georgette vestee. White Jap silk blouse lining.

NAVY BLUE ONLY. SIZES: 39 to 56 inches bust. Entire length about 52 inches, wide basted hem. Price

Postage 12¢ extra. \$19.85



3 L 88
\$29.85
KNITTED
FIBRE SILK
CREPE

3 L 89
\$26.95

ALL-SILK
CREPE
DE CHINE

Hand-Embroidered

3 L 89—Hand-embroidery in heavy silk is the distinguishing feature of this Frock of beautiful quality All-Silk Crepe de Chine.

It is a dress especially designed for the stout woman, contributing lines of grace, beauty and slenderness to her figure.

The hand-embroidery appears around the neck in two bands the entire length of blouse, and on fashionable length sleeves.

Draperies at each side falling in points to give the irregular hem line. Wide sash of self material. Self-color Jap silk blouse lining.

COLORS: Navy blue, brown or black. SIZES: 39 to 56 inches bust. Skirt length about 37 inches with wide basted hem. Our price,

Postage 12¢ extra. \$26.95

LANE BRYANT, Stout Specialist, Thirty-Eighth Street at FIFTH AVENUE, NEW YORK